

MAY 15, 1959

Sales Management

PART TWO

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

marketing through

EXHIBITS



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Incentives for Booth Personnel?	page 41
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Point-of-Problem Parley	page 140



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America's newest, most complete International Market . . . Money-making Imports
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managed by*

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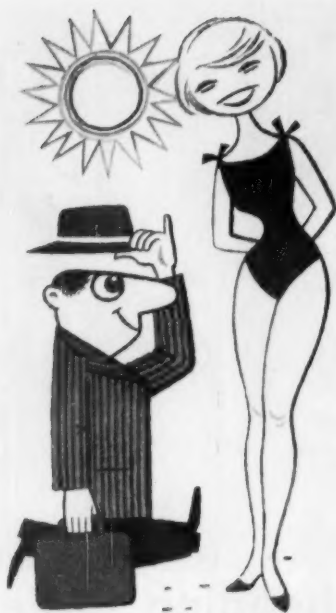
Chicago—Cleveland

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TO: CHICAGO INTERNATIONAL TRADE FAIR
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30 WEST MONROE STREET
CHICAGO 3, ILLINOIS FRANKLIN 2-7700

- ☐ I would like to register now at no charge to attend the Chicago International Trade Fair.
- ☐ Please send more information on products . . . schedules . . . special services for visiting buyers.
- ☐ Please send hotel reservation request form.

Name _____
Company _____
Type Business _____
Street _____ City _____ State _____



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How ‘bout it...
LET’S MEET IN

LONG BEACH

For information, write:
Convention and Visitors Bureau
Municipal Auditorium, Long Beach, Calif.

Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

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SALES MEETINGS/Part II SALES MANAGEMENT

Executive Offices: 1212 Chestnut St., Philadelphia 7, Pa., WA 3-1788

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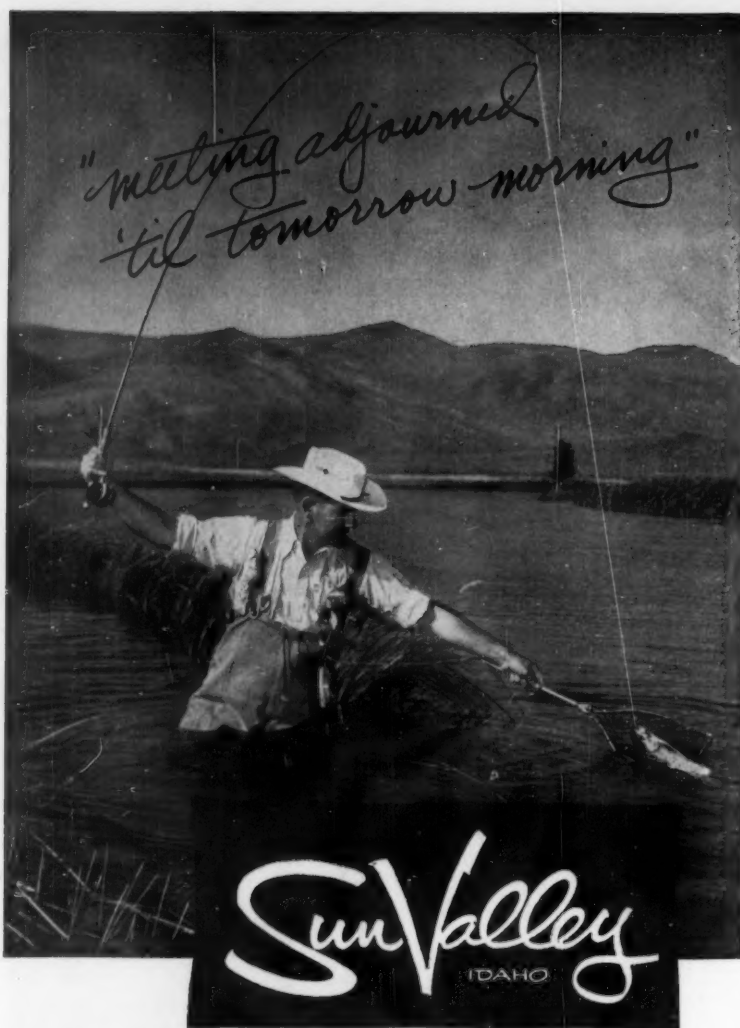
MAY 15, 1959

Sales offices in Washington, D.C. • Westport, Connecticut • San Francisco, California • Paris • Milan • Caracas

The DISPLAYERS, INC.
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DUCHIN ROOM	100
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Liquor by the drink available per state laws except Sunday and designated holidays.

RATES

AMERICAN PLAN	EUROPEAN PLAN
LODGE INN	
\$18 \$16	per person, two in a room
\$21 \$19	per person, single room
	RATES ON REQUEST

CAPACITY

Sleeping accommodations for 500 persons



OWNED AND OPERATED BY UNION PACIFIC RAILROAD

Sales Management / PART TWO

Sales Meetings

EXECUTIVE OFFICES, 1212 Chestnut St.
Philadelphia 7, Pa. WALnut 3-1788

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Copyright Sales Management, Inc., 1959

**"It's
fan mail
... and
do we
love it!"**

— says H. M. Smith, Second Vice-President
Director of Sales, Sheraton Corporation



TYPICAL FAN MAIL:

- "A trouble-free convention is my biggest concern and I'm always confident that things will run smoothly at a Sheraton Hotel."
- "Since I have the responsibility of arranging meetings for our organization, I go out of my way to take my requirements to Sheraton. I know I'll receive the utmost in co-operation."
- "I'm always pleased when I read that you people have acquired another hotel — it means there will be another Sheraton Hotel at my service when it comes to working out details for our future conventions."

... What a wonderful way for a Sales Director's day to begin — with letters like these crossing his desk.

You can easily find out what the shouting's all about. Next time you're planning a sales meeting in a Sheraton city, put matters into the capable hands of the Sheraton Sales Staff. These experts will arrange for meeting rooms and banquet halls, plan menus and entertainment. They offer an immediate cure for all your convention headaches.

FREE PLANNING GUIDE AND CHECK LIST of 149 items — to help your next banquet or convention run smoothly. Write to: Sheraton Hotels, National Convention Office, Sheraton-Park Hotel, Washington, D. C. And ask how Sheraton can be of service in solving your specific problems.

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Sheraton-Carlton
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SPRINGFIELD, Mass.
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FRENCH LICK, Ind.
French Lick-Sheraton

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SIOUX CITY, Iowa
Sheraton-Martin

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Sheraton-West
(formerly the Sheraton-Town House)

PASADENA, Calif.
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PORTLAND, Oregon
Sheraton-Portland Inn

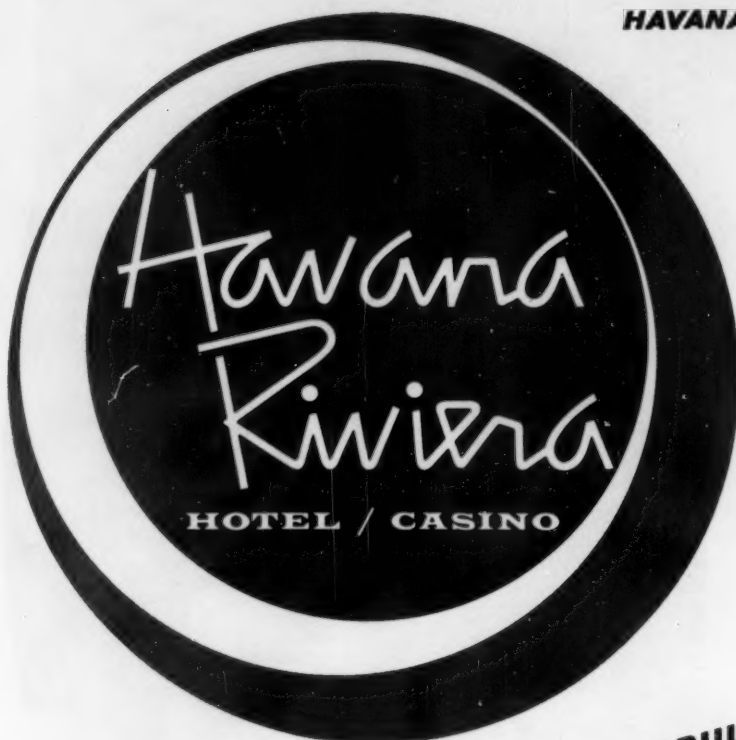
(Opens fall 1959)

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(Sheraton operated)
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Princess Kaiulani
Mauna
Surf Rider

CANADA

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Sheraton-Mt. Royal
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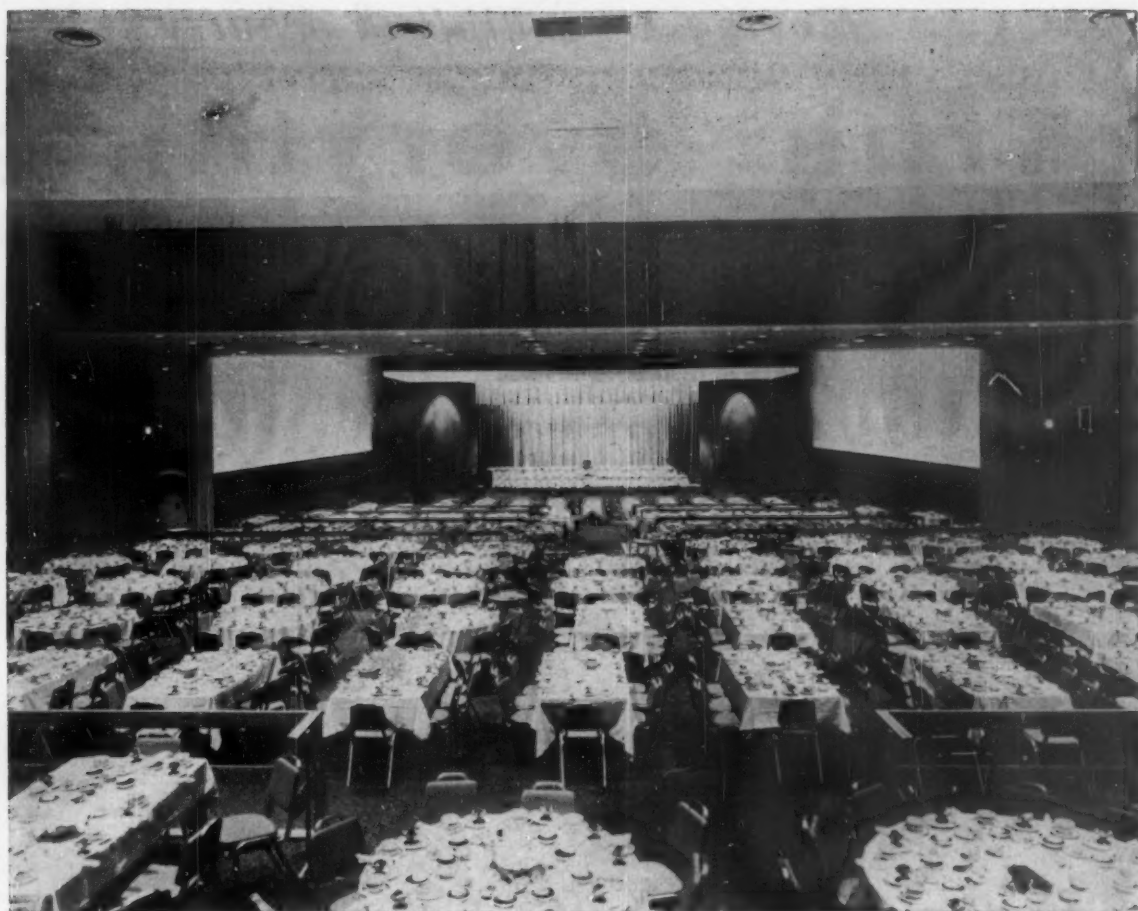
Designed with group meetings in mind, it offers spacious meeting rooms that will flexibly and comfortably accommodate from 50 to over 500... and every facility and service for meeting perfection!

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T. James Ennis
Managing Director



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Moody Convention Center

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.....

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*More people do
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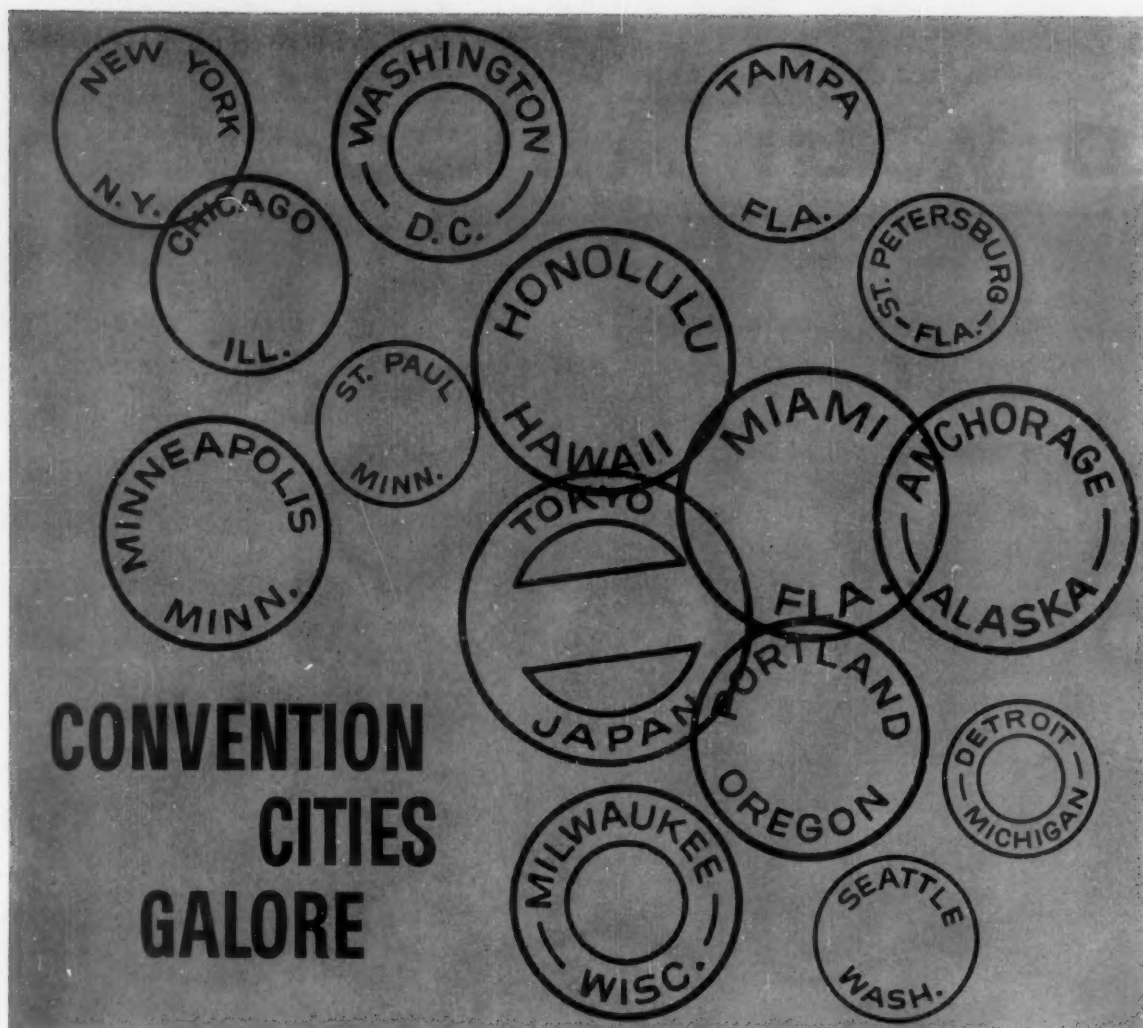
Relax, and let your Allied Man handle everything. He'll get it there on time, move it to the next show. This takes lots of experience, expert scheduling, plenty of equipment. And your Allied Man has it. Allied Men

to your Allied Man



have a gentle way with large, easily marred display panels—that keeps them new and fresh-looking longer. Your Allied Man is the world's largest mover—the leader in the moving business. Naturally, you can trust him to take care of your equipment *right!*





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THE AIRLINE OF IMPERIAL SERVICE

**They make wonderful sales incentives, too!*



NORTHWEST
Orient **AIRLINES**

SALES MEETINGS/Part II SALES MANAGEMENT

more for Moscow

We read with interest the description of "Our Exhibits Mission to Moscow" in the March 20 issue of Sales Meetings.

We would like to inform you that we have contributed 10 drums of polyester resin which will be used by the Rand Corp. in their exhibit at the Moscow exhibition.

Ralph R. Renzel
Vice President and
General Manager
Freeman Chemical Corp.
Ambridge, Pennsylvania

bouquet for "soundings"

This is to let you know that many of us here at Communications Counselors Inc. and Sales Communications Inc. read with intense interest your article in the March 20 issue of Sales Meetings on the Buick closed-circuit sales training meeting. As an old reporter and city desk man, I was particularly interested to see that you "took soundings" among Buick dealers and that their unvarnished reaction was as favorable as it was.

Richard W. Van Horne
Communications Counselors Inc.
New York 17, N. Y.

tough book to get

In the March 20 issue of Sales Meetings there is an article entitled "Have You Tried Gamesmanship?" In the beginning of the article, there is a reference made to Frank Sidel's book, "How To Win the Conference."

Our company is planning on having a sales conference in the near future and I have been trying very hard to get a copy of the book. I called just about every book store in New York City but was unsuccessful. One of the stores finally volunteered the information that this was a Prentiss-Hall book. Upon contacting Prentiss-Hall, I was told that this book is out of print.

I did manage to borrow a copy from the New York Public Library. I thought you might want to know.

Paul J. Funk
Ass't to Field Sales Manager
Textile Sales Division
The Kendall Company
New York 18, N. Y.

misplaced credit

We appreciate your giving us credit for the design in your recent article (March 20, pg. 64) about the Champ which is being shown as part of the Agricultural Department's Traveling Exhibit in Italy. The Champ, which is one of the major attractions in the exhibit, was actually designed by Gardner Display Co. and not by Walter Dorwin Teague Associates as stated. We designed the overall exhibit including the interiors and exteriors of the special trailers, the theme pylons, etc., and also superintended the building of the display in Spain.

I hope you will correct the misstatement regarding the design of Champ.

Walter Dorwin Teague, Jr.
Walter Dorwin Teague
Associates
New York 17, N. Y.

wants 'why exhibit?' data

My company has associate memberships in many national organizations, whose member companies are consumers of our products. These member companies periodically have expositions, trade shows or "fairs" in connection with their conventions.

We try to attend as many of these events as we can, bringing a booth, etc.

I have been asked to give a talk at our next sales meeting on the value accruing to my company through our appearing at these expositions. I am looking for statistics and general material regarding attendance at such conventions, where, who, how many, how often, etc.

Mr. Woodward of the Cleveland Statler thought you could help me since your publication is concerned with trade shows and conventions.

Thank you for your cooperation.
Elmer D. Gildersleeve
Associate Manager-Industrial Sales
Diamond Crystal Salt Co.
St. Clair, Mich.

cartoons for program

We are preparing a printed program for a sales meeting of distributors of our Page Fence and it has been suggested that to liven it up we might use some cartoons

The Prudential Auditorium



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Let the splendid, new Prudential Auditorium facilities help put your next sales meeting across! For reservations, contact:

WHITEHALL 3-2800, EXTENSION 361

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- Wilson & Co., Inc.
- Westinghouse Electric Corporation
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- Ford Motor Company
- Sears, Roebuck and Co.
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- Needham, Louis & Brorby
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A. P. Lait, Manager, Convention Bureau,
Canadian NATIONAL Railways,
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*A CNR Hotel operated by Hilton of Canada Ltd.

†Under joint management of Canadian National Railways and the Canadian Pacific Railway Company.



LETTERS

continued

that appeared originally in Sales Meetings. (Page 104, Jan. 4, 1957; page 120, Mar. 1, 1957; page 94, May 3, 1957; page 77, Sept. 19, 1958, and page 49, July 4, 1958—"The Big Meeting.")

The first four seem to be cartoons by "Harbaugh" and the last bears a copyright notice by Eldon Frye. On the first we might want to change the background from "air tanks" to a chain link fence.

Will you please let us know whether it would be possible to reproduce these cartoons and if so what the charge would be for doing so?

E. V. Creagh

Advertising and Sales
Promotion Manager
American Chain & Cable
Company, Inc.
Bridgeport 2, Conn.

► Permission to reproduce first four cartoons granted. For permission to reproduce the Frye cartoon contact Eldon Frye, Box 475, Del Mar, Calif.

seeks show management

At a recent meeting of the Greeting Card Direct Sellers it was decided to conduct a trade show in the near future.

We are interested in discussing the possibilities of having a firm experienced in expositions organize it for us.

I would sincerely appreciate receiving any information in this connection or the names of organizations we could contact who could provide us with data pertinent to our needs.

Jerry Cooper

Temporary Chairman
Direct Sellers' Greeting
Card Trade Show

to make better readers

This is to request permission to reprint an article from the March 20, 1959, issue. The article is "How to Master the Art of Reading Speeches" appearing on page 112.

We would send the reprint to retail store executives in the Chicago area.

Robert S. Harms
Assistant Promotion Director
Chicago Daily News
Chicago 6, Ill.



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Mr. Frank W. Berkman, Henry Hudson Hotel, Dept. A-5
353 West 57th St., New York, N. Y.

Kindly send me full information about meeting room facilities and service.

Name

Company

Address

City Zone State

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THE LATEST WORD IN SERVICE FOR CONVENTIONS!



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THE QUEEN ELIZABETH

MONTREAL, CANADA (a C.N.R. Hotel)

Donald M. Mumford, General Manager

For information contact The Queen Elizabeth, Montreal, Canada—Telephone UNIVERSITY 1-3511, or Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N.Y.—Tel. MUrray Hill 8-2240.

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SUPERB CONVENTION FACILITIES: Convention Halls • Sales Presentation Equipment and Assistance • Restaurants. WONDERFUL RECREATION FACILITIES: Fishing • Golfing • Bathing • etc.

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For assistance in all phases of your transportation planning, contact any National Airlines ticket office or write or wire:

Convention Manager, National Airlines, Inc.
P.O. Box NAL, International Airport
Miami 48, Florida

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LATIN AMERICAN or CARIBBEAN CONVENTION? *check Hilton first*

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International

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AND . . . more of the finest in flexible convention facilities

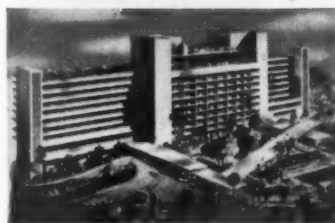


Caribe Hilton

IN BALMY SAN JUAN, PUERTO RICO, U. S. A.

Set on a beautifully garden-landscaped peninsula, The Caribe Hilton offers complete seclusion for conventioners, plus all summer sports and other entertainment.

- 450 air-conditioned rooms
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- Pool, surf bathing and other sports
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This past year, some of America's most progressive organizations convened in this 300 room, air-conditioned hotel. The exotic atmosphere leads to fresh, imaginative solutions. Convention facilities serve up to 1200. Swimming pool, tennis courts.



Continental Hilton

IN THE HEART OF MEXICO CITY

Everything, including your meetings, absorbs the vivid colors of this historic metropolis. Meetings from 40 to 350 persons, and all 400 rooms are delightfully air-conditioned.

IN DOWNTOWN MIAMI...

CONVENTION
FACILITIES

?

.....WHICH WILL IT BE?...

VACATION
FACILITIES

?

THE
NEW *Everglades* HAS BOTH!

NOW — The Perfect Convention Hotel! . . . a-glisten with \$3,500,000 worth of sparkling improvements and additions. Wonderful between-meetings play, superlative convention facilities . . . all in the convenient, business-like atmosphere of downtown Miami, right on U.S. 1.

THE NEW *Everglades*
OVERLOOKING BISCAYNE BAY

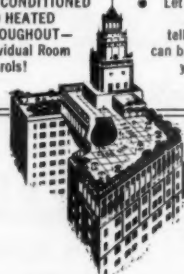
BISCAYNE BOULEVARD • 2nd to 3rd STREETS • MIAMI, FLORIDA



Largest Auditorium in any
Miami Hotel... Capacity 2000

Plus 10 other meeting rooms,
accommodating 25 to 500 each.

- 4 RESTAURANTS . . .
from a snack to a feast!
- 4 COCKTAIL LOUNGES!
- ROOFTOP SWIMMING POOL SUN-AND-
PLAY-DECK AND GARDENS!
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- AIR-CONDITIONED
AND HEATED
THROUGHOUT—
Individual Room
Controls!
- Let Our Sales
Director
tell you what
can be done for
your group



-SM FACILITIES ROUNDUP

JAMAICA, W. I.

Sheraton Corporation of America will build and operate a \$3-million, 200-room air-conditioned hotel in Kingston. Ground will be broken June 1. Hotel is expected to open by winter of 1960-'61. It will provide group facilities for up to 1,000 persons. It will have 200 twin-bedded rooms, three dining rooms, three cocktail lounges, and an arcade of shops. Other facilities include a swimming pool, night club, and landing-strip.

WASHINGTON, D. C.

New 100-unit motor inn adjoining Shoreham Hotel will be ready for occupancy sometime this spring. Guests of the inn will be able to use hotel's facilities. They will have access to main building through an enclosed corridor leading directly into the Shoreham lobby and coffee shop.

HALIFAX, N.S.

Target date for opening the addition to the Nova Scotian Hotel is spring, 1960. Eleven-story air-conditioned wing will include a new ballroom to accommodate 600 at banquets and 800 at meetings. Present ballroom will be enlarged. Four private dining rooms will seat 40 to 200. Addition will give hotel a guest capacity of more than double its present 150 bedrooms.

NASSAU

British Colonial Hotel has completed \$150,000 worth of new convention facilities, including Governor's Hall, a new auditorium. Auditorium features a proscenium stage suited for Broadway stage productions. It contains latest in audio and visual aid equipment. Fully carpeted and air-conditioned, room will seat 600 for meetings or 500 for meals.

CINCINNATI

Cincinnati Music Hall ballroom has been completely remodeled and redecorated at a cost of \$300,000. Decor features world's largest color photograph—a 20 by 80-foot mural of Hawaii's Waikiki Beach and Diamond Head. It covers ballroom's west wall. Ballroom, which

MR. EXHIBITOR:
How do you stand in the "Box Score"?

HI, PETE! GOT YOUR EXHIBIT SET UP YET?

SURE. BILL... FINISHED AN HOUR AGO.

I USED TO BE "BOXED-IN" TOO, BUT... NOT NOW. MY COMPANY USES UNITED VAN LINES' EXHIBIT MOVING SERVICE

GOSH, HOW DO YOU DO IT? WITH ALL THESE CRATES TO WRESTLE I'LL BE HERE ALL NIGHT.

NO MORE BULKY CRATING. UNITED PROTECTS OUR EXHIBITS WITH SOFT, QUILTED, SANITIZED PADDING... CUTS THE SHIPPING WEIGHT, AND WE GET SET UP IN HALF THE TIME

SOMETIME LATER

NOT WORKING OVERTIME TONIGHT, BILL?

NO SIR-REE! WE TOOK YOUR ADVICE. WE'RE USING UNITED SERVICE FROM NOW ON.

You'll do better with United service, too... save on crating, cartage and set-up time. Ask your nearby United Agent for full details. He's listed under "MOVERS" in the Yellow Pages.

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A fact-packed booklet explaining how to "PUT YOUR SHOW ON THE ROAD... THE MODERN WAY"

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WHY UNITED'S EXTRA CARE CAN HELP YOU BOOST CONVENTION ATTENDANCE

Most important is the fact United makes it easy for your members to attend — fast, convenient service to major convention cities coast to coast and to Hawaii.

Next comes choice of service: luxurious Red Carpet* flights, the most glamorous travel in the sky. Or low-fare CUSTOM COACH with delicious food and "stretch-out" comfort. Also regular Air Coach.

Remember, too, every United Mainliner® is radar equipped to assure

your members of a smoother, more dependable flight.

Last, but not least, is United's personalized planning service to help you spark even greater attendance. And, in case you didn't know, United's reserved air freight guarantees space for shipping all your convention material economically and on time.

For full details, call United's nearest office. Or write M. M. Mathews, Mgr. of Convention Sales, United Air Lines, 36 S. Wabash, Chicago 3, Ill.



*Convention route
of the nation*

EXTRA CARE AT NO EXTRA FARE ON UNITED—THE RADAR AIRLINE

FACILITIES ROUNDUP

continued

is 23,000 sq. ft., has been equipped with latest facilities and modern conveniences. It can be used for meetings, conventions, exhibits, dances and banquets. It will handle 2,000 persons for buffets and about 2,400 for dancing and night-club entertainment.

DALLAS

Four-day grand opening was held recently for new 600-room, \$35-million Sheraton-Dallas Hotel. Ballroom consists of three areas divided by acoustical folding partitions. Three areas combined will seat 1,500 for banquets or 2,100 for meetings. Smaller meeting or dining areas are available. Hotel has its own closed-circuit TV network and a comprehensive communications system.

MINNEAPOLIS

Radisson Hotel has embarked on a \$4-million expansion and improvement program. New 14-story, 200-room addition will give hotel a total of 700 rooms. Ballroom will seat 1,750 for banquets or 2,500 for meetings. Addition will give hotel 12 meeting rooms for smaller groups. Approximately 20,000 sq. ft. of exhibit space will be available plus additional space in the basement. Improvements will be made throughout hotel. Completion date is slated for spring, 1961.

COLUMBIA, S. C.

New 150-room addition to Hotel Wade Hampton has increased total guest room capacity to 350. Four new meeting rooms have been added to improve convention facilities. Rooms may be used separately to accommodate small groups of 45 to 100 or as one to accommodate 265 persons. Ballroom, which has also been expanded, will accommodate 1,065 for meetings or 735 at a seated banquet. Ballroom may be divided into three separate areas for smaller groups.

TORONTO, ONT.

Convention space in Royal York Hotel has been doubled since opening of new air-conditioned addition Feb. 21. Number of convention rooms has been increased from 13 to 27. Addition of 400 bedrooms means that more than

1,000 of hotel's 1,600 rooms can be set aside for use at a single convention. Canadian Room will seat approximately 2,300 delegates at a meeting or will provide dining space for some 1,550.

SANTA MONICA, CAL.

New \$3.5-million addition to Hotel Miramar is complete. Two hundred new guest rooms and nine air-conditioned public dining and meeting rooms have been added. Satellite Ballroom, largest of the new public rooms, will accommodate 1,000 persons. Addition will have a heliport on the roof to put guests within 10 minutes of Los Angeles International Airport. Work is continuing on a \$750,000 multiple story garage, which is expected to be completed in the fall.

ST. LOUIS

St. Louis Merchandise Mart opened its new 40,000 sq. ft. Trade Show Exhibition Hall April 10. Air-conditioned building is designed to provide expandable space units. It can accommodate up to 250 individual show rooms. Each room is individually lighted, equipped with telephones and may be locked by exhibitor. Hall is located on the second floor of the mart. Loading facilities and freight elevators are available.

EDMONTON, ALBERTA

Sheraton Corporation of America will build a 350-room convention hotel in this Canadian city, announces Ernest Henderson III. Hotel will have convention and ballroom facilities for 900. It will be of contemporary design and will have five levels of parking for cars.

AUSTIN, TEXAS

New \$3-million Municipal Auditorium is now in operation. Auditorium is air conditioned and has a seating capacity of 4,350. Building has 43,000 sq. ft. of exhibit space on main floor and 35,000 sq. ft. in the basement.

PORTLAND, ORE.

Construction is underway on \$8-million Exposition-Recreation Center. Completion date is set for late fall, 1960. Exhibition Hall will offer 53,000 sq. ft. of exhibit space plus numerous small rooms. Adjoining the hall will be an area which will have a permanent ice floor. Structure will be about 90

NEXT TIME MEET IN BERMUDA



Here's the ideal island setting for successful sales meetings, small conventions and directors' sessions . . . beautiful scenery, comfortable climate, fewest interruptions. Bermuda's only hours away from major cities in the United States and Canada. Just 3 hours by air from New York, daily flights by trans-Atlantic airliners. A week-end away by luxurious ocean liner, sailings weekly.

Recreation facilities are superb . . . for golf, tennis, fishing, swimming . . . for sightseeing and duty-free shopping too.



Restaurants are excellent. Famous hotels have dancing and nightly entertainment. Bermuda is well experienced in expertly taking care of all the requirements of small or large groups. Rates are reasonable.

FREE New 24-page booklet, "Bermuda . . . Headquarters for Memorable Meetings and Conventions." Write for it today to: The Bermuda Conference Service (Room 319) 620 Fifth Ave., New York 20, N.Y.

Suddenly Puerto Rico is the convention capital of the Caribbean

MORE AND MORE mainland groups are convening in Puerto Rico. And for good reason.

You can count on glorious weather all year round. *There has never been a heat wave or a cold snap.*

Temperatures nearly always stay in the seventies and eighties, and the average varies only six degrees between summer and winter. The sun shines 360 days a year!

Magnificent new hotels

Puerto Rico has complete, modern facilities for conventions of all sizes.

And recently, accommodations were expanded still further by the opening of three new, ultramodern hotels.

Sports, sights, night life

Puerto Rico offers a dazzling choice of things to do during off-hours. The waters teem with big game fish. The sailing and skin-diving are superb. There are miles of clean, quiet beaches. Championship tennis courts. And the famed Dorado Beach golf course. You can visit a tropical rain forest, shop for gifts in Old San Juan. At night you'll find a cosmopolitan

variety of restaurants and nightclubs, music, theater, and even Class-A baseball in Fall and Winter.

Easy to get to

Puerto Rico is less than 5½ hours by air from New York. No passport, no inoculations. The dollar is currency. English is spoken.

We'll be glad to help you with arrangements. For details, call Circle 5-1200 in New York, or write Tourism Dept. SM-15, Commonwealth of Puerto Rico, 666 Fifth Avenue, New York 19, N. Y.



Mr. Ernest M. Wuliger, Executive Vice President of Sealy Mattress Company, says: *"Our dealers still talk about the wonderful time that they had in Puerto Rico."* Recent

conventions held in Puerto Rico include General Electric, Plymouth, A. C. Spark Plug, Westinghouse. And San Juan will be the site of the 1959 Governors Conference.

'20,000,000 SUCCESS

THE

DEAUVILLE



**CELEBRATES ANOTHER RECORD BREAKING YEAR!
THE REASONS ARE CLEAR**

THE DEAUVILLE, conceived as a magnificent convention-hotel, engineered in advance design, architecture and decor, offers the perfect setting for smoothly functioning conventions, regardless of size. This ultra-modern 600 room convention luxury hotel, occupying two blocks on the Atlantic Ocean in the Heart of Miami Beach, is an **IRRESISTIBLE** invitation to business, pleasure and relaxation for delegates and their families.

The DEAUVILLE CONVENTION HALL, over 21,000 square feet of unobstructed floor space, comfortably seating 3,500 people theatre-style...accommodating 2,500 people banquet-style. Sound-proofed sliding walls can be partitioned into two or three more areas for smaller groups.

AIR CONDITIONED! SOUND CONDITIONED! LIGHT CONDITIONED!

"Projectioneered" for conventions, **SUPER**-abundant for the most demanding display purposes. Heavy exhibits are handled by powerful elevators that can lift a truck **HYDRAULICALLY** from the loading ramp to the auditorium's stage.

**12 ULTRAMODERN COMMITTEE MEETING ROOMS FOR 50 OR MORE.
20 SPECIAL ROOMS FOR SMALLER GROUPS.**

NUMEROUS Press Rooms and Work Shops, complete with telephones, typewriters for press releases. Projection Room with complete visual aid facilities.

PLANNED FOR PLEASURE

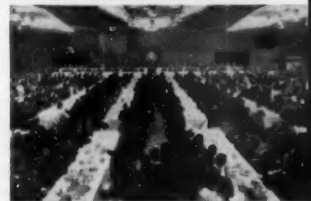
2 swimming pools, and 550 feet of private ocean beach—the Cabana Colony, putting greens and sun decks...for fun in the sun!

2 magnificent night clubs, featuring great name bands and stars of Broadway and Hollywood!
Miami Beach's only indoor **ICE SKATING RINK**...one of the many **DEAUVILLE** pleasure exclusives!

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DICK ELTERMAN
Director of Sales



**35,000 SQUARE FEET
OF EXHIBIT SPACE**



ON THE OCEAN AT 67th STREET • MIAMI BEACH, FLORIDA

FACILITIES ROUNDUP

continued

ft. high. It will cover one and one-half square blocks and will seat between 12,000 and 13,000 persons.

CHICAGO

Sheraton Hotel will have a new \$8-million, 600-room wing. New addition will give hotel 1,100 rooms. Upon completion in mid-1960, hotel will be called Sheraton Towers, according to management.

World's largest motel, \$3.5-million Lake Tower on the city's lake-front opened May 1. Motel features an outdoor swimming pool, three-level garage, conference, banquet and salesmen's sample rooms and 13 executive suites.

PORT OF SPAIN, TRINIDAD

Ground breaking crews have begun to clear for new \$9 million, 250-300-room Hilton Hotel. Government is financing hotel in all-out bid for tourist trade and will turn it over to Hilton Hotels International to operate and manage.

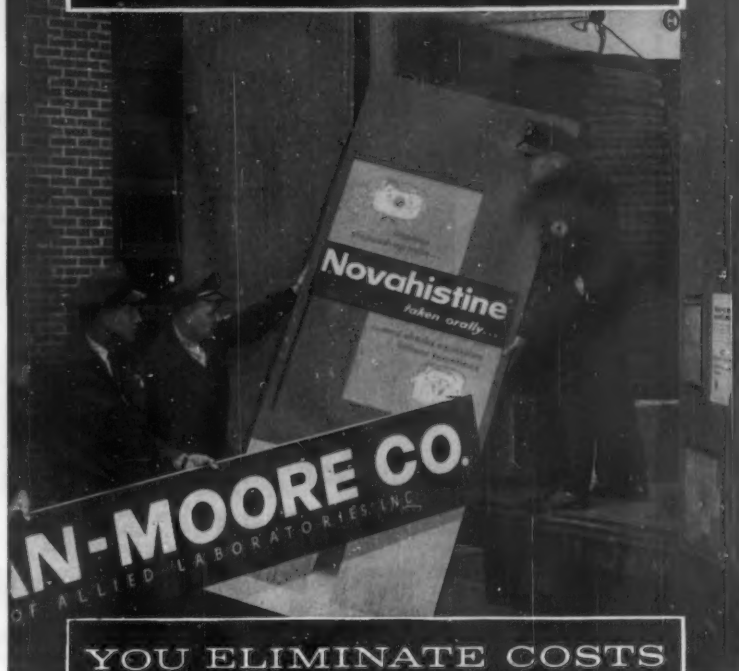
HIGHLAND PARK, ILL.

City's new \$2.5-million Villa Moderne Motor Hotel will accommodate groups of 10 to 650. It has a closed-circuit TV system, portable stages, speaker's stands, sound, film and lighting equipment. Skokie room's 2,500 sq. ft. can be utilized for sales meetings, luncheons, banquets and special exhibits or showings. Special loading ramps at the rear of the hotel lead directly into this room to make it possible to bring in products as large as automobiles. Four additional, smaller rooms are available for meetings. Other facilities include a heliport, outdoor and indoor swimming pools, outdoor iceskating rink and a summer theater.

LAS VEGAS

Construction has begun on exhibit and convention hall addition to the Dunes Hotel, and 500-car parking lot. Convention center is expected to be complete by July 1, says Dunes President M. A. Riddle. It will seat 1,000. New 6,600 sq. ft. hall will be integrated into present hotel structure and will contain complete facilities for conventions, trade shows, and public meetings. Electronically-controlled walls will permit interior to be divided into five separate meeting rooms.

WHY IT PAYS TO MOVE EXHIBITS BY MAYFLOWER



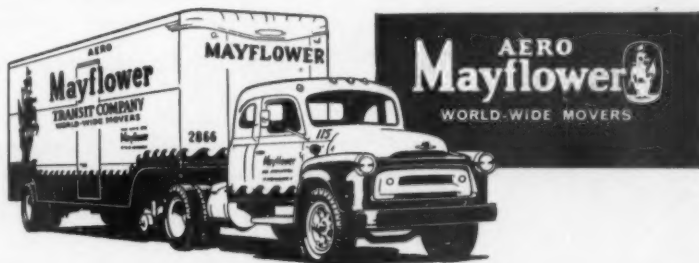
YOU ELIMINATE COSTS THESE 6 WAYS

Before giving yourself a hasty answer to this question, "Would it pay to move my exhibits by van?" . . . consider its obvious advantages, plus the way it eliminates these hidden and extra expenses you are paying now.

- 1 Minimizes need for costly building and repairing of display shipping cases.
- 2 Eliminates damage to displays—and expensive (perhaps impossible) repairs at the show.
- 3 Often eliminates extra cartage, handling and storage costs.
- 4 Reduces costly setup and repacking time where high-priced, extra show help is required.
- 5 Eliminates cost of rental furnishings, since you can ship your own.
- 6 Eliminates expensive extra days of work and extra travel involved in shows—lets you spend more productive time in your office.

Call your local Mayflower agent for a copy of "17 Reasons Why" to help plan your exhibit moving—yours without obligation.

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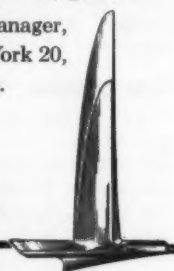


- Only Eastern flies the new, long-range jet-powered Golden Falcon Electra... nation's fastest, most powerful prop-jetliner.
- Eastern offers more flights to Florida than any other airline.
- Let Eastern help you plan a post-convention side trip to Puerto Rico, Mexico, Virgin Islands, Bermuda, Nassau, or Havana. Leaders of groups of fifteen or more are our guests.

For full details, write or call Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, New York, or your local Eastern Air Lines office.

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The Baker's our best bet
for the annual meeting next
year. You handle all arrange-
ments with them & better do
it as soon as possible. J.P.H.*

DALLAS

HOTEL BAKER
COMMERCE AT AKARD
DALLAS, TEXAS
FENTON J. BAKER, MGR.

NO. OF ROOMS 500 COMPLETELY AIR-CONDITIONED Yes
RADIO Yes TV Yes LOCATION Very well located -- nearest major hotel to new
Dallas Auditorium -- walking distance to stores, theatres, restaurants, etc.

MEETING ROOMS:	CAPACITY MEETING -- DINING	
NAME	MEETING	DINING
English Room	125	85
Tally-Ho Room	50	45
Gemellia Room	40	35
Rooms 1 - 2 - 3	150	135
Room 4	40	30
Room 5	50	50
Crystal Ballroom & Lounge	1,500	1,300
Yards Room	225	185

REMARKS:
Pleasant staff; service is courte-
ous and quick. Seem to serve best
food of any hotel in Big D. Sky
Terrace on Roof grand for dances
(beautiful view of city). Meeting-
Room layout is excellent and all
on one floor. Has drive-in Motor
Lobby and efficient garage service!



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A COMPLETE CONVENTION WORLD-IN-ITSELF... on its own 400-acre estate bordered by the blue Atlantic...the magnificent new Diplomat Hotel and Country Club offers every business and pleasure facility imaginable for meetings of from 10 to 1,000.

For your conference: a wide choice of flexible, air-conditioned meeting rooms; 550 luxurious guest rooms; your own Country Club with 4 tennis courts, and a challenging, 18-hole tournament golf course (Cary Middlecoff, pro); 4 swimming pools; 1,000-foot private beach; yacht basin with deep-sea fishing boats; top entertainment; and the finest food—served in 6 dining areas! All this just minutes from Gulfstream race track, Jai Alai, greyhound racing, and all sightseeing spots.

SPECIAL FACILITIES: Hi-Fi Audio Equipment / Exhibit Areas / Theater Lighting Equipment / Print Shop / All Meeting "Props" / Expert Service Crew / Projectors and Screens / Decorations / Shopping Promenade / Cabana Club / Steam Rooms and Solaria / Complete, Convention-trained Staff.

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THE ROYAL YORK, TORONTO, ONTARIO, CANADA. The largest hotel in the British Commonwealth is larger, more luxurious than ever! A new 400-room wing has been added, bringing the total of rooms to 1,600, with radio and TV in every room! The Royal York is situated in the center of the shopping and theatre district and is conveniently reached from key U.S. cities! Convention features: the new Canadian Room accommodating up to 2,200. Seating capacity of 7,500 in public rooms. New cocktail lounges and dining rooms. Serving capacity of 10,000 at any one mealtime! Coffee shop. Portable P.A. system. Sound projectors with trained operators. 400-car garage with registration facilities, and overpass to hotel. Open year-round.

EMPRESS HOTEL, Victoria, B.C. Located on Vancouver Island, evergreen playspot of the Pacific Northwest Coast. Set in beautiful rose garden. 573 rooms, private dining rooms. Meeting, exhibition rooms. Coronet Lounge. Hunting, golf, riding, fishing, swimming in famous Crystal Gardens. Mild climate. Year-round.

CHATEAU LAKE LOUISE, Lake Louise, Alberta. Surrounded by snow-capped peaks, timbered trails; fronted by serene Lake Louise. 400 rooms. Adequate convention facilities. All Alpine sports. Boating, riding, swimming pool, dancing, hiking. June-September.

BANFF SPRINGS, Banff, Alberta. Baronial retreat mile-high in the Canadian Rockies. Spectacular view. 600 rooms, every convention facility. For fun: swimming, shuffleboard, riding, golf, dancing. May-September.

THE PALLISER, Calgary, Alberta. 484 rooms,

radio, TV available. Dining room, coffee shop. Range Room, Penthouse Lounge, Centrally located. Year-round.

THE SASKATCHEWAN, Regina, Sask. 270 rooms, all with radio. Comfortable accommodations. Good food and service. Dining room, coffee shop. Year-round.

ROYAL ALEXANDRA, Winnipeg, Manitoba. 445 well-furnished rooms, dining room (à-la-carte and table-d'hôte). Selkirk Lounge. Coffee shop. Many convention facilities. Year-round.

CHATEAU FRONTENAC, Québec. Commands a view of the mighty St. Lawrence and quaint Québec. 600 luxurious rooms, meeting and exhibition rooms, private dining rooms, sound projectors. For relaxation: snow sports, golf, sight-seeing, dancing. Year-round.

ALGONQUIN, St. Andrews-by-the-Sea, New Brunswick. Wonderful Old English atmos-

phere, fine food and service. Accommodates 350. For after-meeting hours: golf, swimming, tennis, fishing, shuffleboard, sailing. June-September.

CORNWALLIS INN, Kentville, Nova Scotia. Set in the peaceful orchards of the lush Annapolis Valley. Facilities for 150, ideal for small gatherings. Fishing, golf nearby. Year-round.

DIGBY PINES, Digby, Nova Scotia. Unique fishing-town inn. 189 rooms, 31 cottages. Convention facilities. Golf, swimming, tennis, fishing. Superb seafood. June-September.

LAKESIDE INN, Yarmouth, Nova Scotia. Snug English inn, accommodating 120. Cottages, too. Comfortable convention facilities. Golf nearby, tennis, swimming, fishing. July-August.

Canadian Pacific

Third Annual United States World Trade Fair began its 12-day stay in the New York Coliseum May 8. About \$75-million in imported goods and services are on display in over 3,000 exhibits from 64 nations.

First National Floor Covering Exposition has re-set its date to February, 1960, at New York Coliseum. It will fill one floor with extra space allocated for films, contests and special features.

New method of registering and identifying visitors will be featured at annual National Restaurant Show, May 11-14, at Navy Pier, Chicago. Some 40,000 Addressograph plastic identification cards will be issued. An advance registration form has been sent to all delegates so their cards can be embossed beforehand. For those who do not pre-register, a battery of Graphotype machines will be set up to turn out cards on the spot. An inexpensive, portable Addressograph imprinter will be located in every booth. This will eliminate writing names and addresses for literature requests. Idea is a joint venture of the National Restaurant Association and Addressograph-Multigraph Corp. Show Managers are Andrews, Bartlett & Associates, Inc. Show management will use first badge impression to create a list of show visitors. List will be reproduced for exhibitors every day of the show.

Strauss Decorating & Exposition Co., Inc., has appointed Edward J. Mack vice-president in charge of shows and conventions. Robert E. Oberfelder was appointed vice-president in charge of displays and exhibits for the New York-based company.

Fifth National Electrical Industries Show has been scheduled for March 6-9, 1960, at New York Coliseum.

Chicago's two major farm shows, International Livestock Exposition and International Dairy Show will merge this year. Decision to merge the two nine-day events into one 13-day run was brought about by the poor draw of the rodeo, featured attraction during the six years of the dairy show. It will be the first time in the 60-year history of the livestock show that purebred dairy cattle will be exhibited with beef cattle, sheep and swine.

For the first time, American Institute of Architects-Producers Council Products Exhibition will feature prizes to encourage maximum viewer interest. Exhibition will be held from June 22-26. Two \$100 prizes will be given away each day for the first four days. Grand prize, worth \$500, will be awarded at the closing session. Only corporate members of the AIA are eligible.

British industrial exhibition will be held in Moscow in May, 1961. Soviet Union will reciprocate with a Russian industrial products exhibition at Olympia, London, in July of that year. Site for the British exhibition in Russia has not yet been determined.

Wilding Picture Products, Inc., industrial motion picture producer for 45 years, announces a change of name. Now it's Wilding, Inc.

Short courses in modern merchandising and in the uses of the atom for peacetime living await visitors at the twin pavilions

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ACCOMPLISHED WITH
SO MUCH PLEASURE**

SWIM!...in our colorful outdoor pool or luxurious tropical indoor pool...or (in season) ocean bathing right at our door!



SKATE!...on our spacious, colorful, artificial outdoor rink night and day during the winter months.

RELAX!...in our modern Health Club under a soothing massage. Ease away unwanted pounds in the steam room.



DANCE!...in the gay, sophisticated Submarine Room to the music of top flight orchestras.

DINE!...in a choice of distinguished restaurants featuring truly fine food.



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Harold E. Baggs
Vice Pres. &
Gen. Mgr.**

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Traymore



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Yes, you'll be meeting away from the ordinary, enjoying the different attractions of a foreign land...yet you can make yourself right at home in Puerto Rico — it's a part of the USA, and the welcome is as friendly as the weather! Plan now to reserve the luxurious LA CONCHA — Puerto Rico's newest — in the heart of San Juan. You'll be sure of superb food in a variety of charming dining rooms... you'll enjoy a beach, cabana club, cocktail lounges, night club...and the kind of service, comfort, and atmosphere that will give your conference, your delegates, new spirit!



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be entertained
in the
spectacular
**CLUB
LA CONCHA**
— a giant shell,
set on the
ocean's edge!

Unique
**CABANA
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and huge pool;
wide, white
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ALL
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Cocktail Lounge,
with a view
of the mountains,
the city,
the ocean!

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300 luxurious guest rooms and suites, with cooperating hotels nearby bringing the total of deluxe accommodations to over 700. Spacious, air-conditioned meeting rooms — flexible and completely equipped — that can accommodate in supreme comfort any size banquet or meeting from a small executive conference of 10 to a large meeting of 700, or a sumptuous banquet of 800 in Las Nereidas Room. In addition — an expert convention-trained staff will take care of all details, supply you with all accessories.

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Representatives — WILLIAM P. WOLFE Organization

AN ASSOCIATED FEDERAL HOTEL / Cecil Mills, President

of the United States at the Third Tokyo International Fair, May 5-22. One of the portable aluminum buildings will house the U. S. Department of Commerce exhibit. Theme is "Modern Research and New Ideas in Marketing—the Principles of American Business." Second pavilion will feature an operating research and training reactor of the type used in the training of nuclear scientists. "The Atom in the Service of Mankind" is the theme.

Two American exhibit producers have been signed to build exhibits for Russia's show in New York Coliseum this summer. The Displayers, Inc., and Ivel Construction Corp. are now working on U.S.S.R. exhibits which have to be ready for show opening on June 28. Soviet show is exchange arrangement that allows U. S. to exhibit in Moscow.

Biggest midyear National Housewares Exhibit is slated for July 13-17 in Atlantic City Convention Hall. Record 715 exhibits have been signed. All areas in Convention Hall will be used for the show, according to Dolph Zapfel, show manager.

Office Equipment Manufacturers Exhibits plans its inaugural exposition in Washington, D. C., Sept. 23-25. Each year the show is to move to a different city. At least four major markets will be considered for future sites. Show manager is Rudolph Lang, former director of National Business Show, New York City.

To stimulate French companies to open markets abroad, French Government offers "trade fair insurance" to export firms. Idea is to guarantee costs of exhibiting abroad. Plan was tried last year for French industrial equipment displays in Helsinki. It will be available to French firms planning to exhibit in New York City this year. Program is administered by Compagnie-Francaise d'Assurance pour le Commerce Exterieur, a company under government control.

First International Fair of San Francisco is scheduled to run 11 days in June, 1960, and to be an annual event. It will be staged in Cow Palace.

Exhibitors Advisory Council, Inc., members have voted to dissolve the organization after more than 30 years of service to the exposition field. Major reason for dissolution was that costs of service to members outweighed income. Plan is now being worked out whereby Sales Meetings, in conjunction with Exhibit Producers and Designers Assn., will produce EAC's Annual Schedule of Shows and Exhibits. This schedule of events was EAC's major service to members. EAC was founded in 1926.

Manual on responsibilities of organizations that service and plan conventions is now being prepared by Convention Liaison Committee. Manual will point out proper procedures to be followed by convention bureaus, hotels, and meetings and exhibit planners. Many years in the making, the manual will offer check lists as well as procedures. Members of Convention Liaison Committee are: American Hotel Assn., American Society of Association Executives, Council of Engineering Society Secretaries, Hotel Sales Management Assn., Intl. Assn. of Convention Bureaus, Natl. Assn. of Exhibit Managers, and Professional Convention Management Assn. When finally approved, manual will be distributed to members of each sponsoring organization.



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MAY 15, 1959



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AS THE EDITORS SEE IT

Uncle Sam in Exhibit Business?

We're paying too much — as taxpayers — for Uncle Sam's exhibits. It's about time government got out of the exhibit business. Most government-operated businesses have been eliminated. But nobody seems to have noticed Uncle Sam's exhibit-building enterprises. They're costly and results don't justify them.

On the books, Uncle Sam's exhibit-building operations may appear to be a bargain. But one minor item is left out — labor. Because most government-operated exhibit shops use members of the armed forces, they show no big payroll.

There's no reason why soldiers, sailors or marines should be building displays. There is at least one good reason why they shouldn't: It short-changes us.

Main reason government shops are inefficient is that civil service people in charge of them have had no experience in exhibit work (couldn't qualify for similar responsibility with commercial firms). By the time they learn through trial and error (or never learn because they have no creative talent), they are transferred. It is not a real specialty in government. It's the place you put a man when you have no other place for him.

Many government exhibits are not "home made" but produced by professionals on the outside. Only trouble is that the men who draw up specifications for outside work know nothing about exhibits in many cases. They put creative exhibit designing in the same category as three-penny nails. (You ask for bids and select the best "buy.")

As everyone can recognize, no exhibit builder is going to invest too much research time and design time on speculation. If he bids at all for a government job, he will apply little imagination and creative time, because the man who makes final decisions generally doesn't know too much about good exhibit design techniques to begin with. So what Uncle Sam gets to choose from is fairly sterile stuff.

Another point in this bidding business: Most reputable exhibit builders stay away from speculative exhibit sketches. Exhibit Producers and Designers Assn. points out that speculative sketches are uneconomical for designers and add to customers' final exhibit costs. (When you bought an exhibit, you'd have to pay in "overhead" for all the designs somebody else didn't buy.)

Where's Uncle Sam's exhibit shops? Most are in Virginia. U. S. Army Ordnance Corps has one at Cameron Station. Navy Service Center has one in Arlington. There's another at Fort Belvoir, and another in Dayton.

Our opinion that Uncle Sam get out of the display business and use expert talent available commercially does not mean we have nothing but incompetents in Washington. Several conscientious and knowledgeable people, for instance, are in our International Trade Fairs Office, U. S. Department of Commerce. Unfortunately, they do not set policy, but have to bring order out of chaos — created by policy from people who simply don't know which end of an exhibit is "up."

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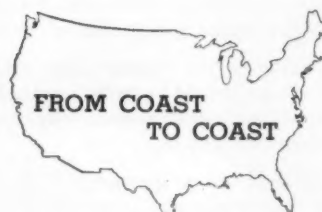
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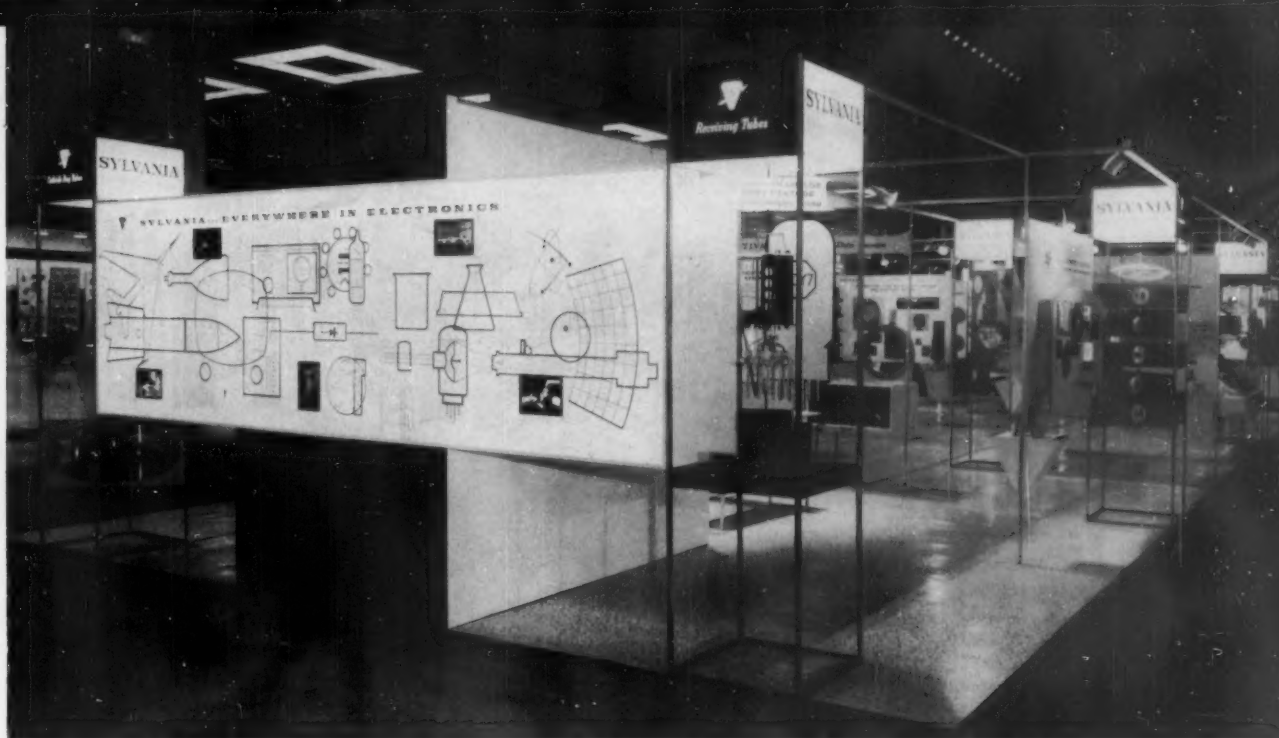
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Models
Cutaways
Engineered Animation
Audio-visual devices



SPACE-STRETCHING design of Sylvania Electric Co.'s island display allows seven divisions to exhibit under one corporate display. Modular arrangement of panels and towers make it possible to plan area so each division has at least four four-by-six panels and one tower unit for a featured item.

Each division has its name on two sides of the illuminated plastic box which caps each tower. Thus each is able to preserve its own identity. Alternate two sides of the tower cap carried the slogan, "Sylvania-Everywhere in Electronics." Exhibit by Design-Built Studios, Inc., New York City.

What's Going into Exhibits Today?

EXHIBITS ARE BETTER DESIGNED today than ever before. While there are more than a half dozen marked trends this year, one stands out:

Today, exhibits are being designed for specific results. It used to be that exhibits were created to be attractive. If it "looked nice," it was a satisfactory exhibit.

All that is changed. Designers have forced their

clients to think in terms of results they want from exhibit exposure. Based upon immediate and long-range results an exhibiting company hopes to have, the designer now creates his three-dimensional sales aid.

You'll note this major trend — to move show visitors toward specific action or toward acceptance of a definite idea — in the accompanying photographs. They

GENEROUS USE of plexiglas in this exhibit, built by Ivel Construction Corp., provides soft back-lighting for tiny products.



ANIMATION DEVICES help make this Delco Products exhibit successful. They include a rotating trade mark, product translite panel and sequence timer panel which identifies parts on motor cutaway. Copy is illuminated by overhead canopy lighting. Curved up background and floating table add depth and interest to unit. Ample storage space for literature is provided. (Designed and built by Merchandise Displays Inc., Dayton, Ohio.)



are but a sample of recent exhibits, created by U. S. designers, that have appeared in shows in this country and abroad.

► As you examine this new crop of exhibits, you will note other strong trends. One is importance placed on corporate image. Special pains are taken to create a "feeling" for the exhibiting company. In some cases the exhibit has to exude "progress" — must make clear that this company is a leader. For some small companies, the exhibit says in design, "We're as good as the biggest — maybe better." Designers today are able to project subtleties in image building, and this attempt is revealed in most good exhibits.

Modular designing appears more frequently. This trend shows up in almost every large exhibit today, for sound reasons. Modular units can be used over and over again in new combination. They can be used to fit all sizes of booth areas. Their expense can be amortized over a longer period and for use in more

shows. They project a consistent quality image no matter how small the area used.

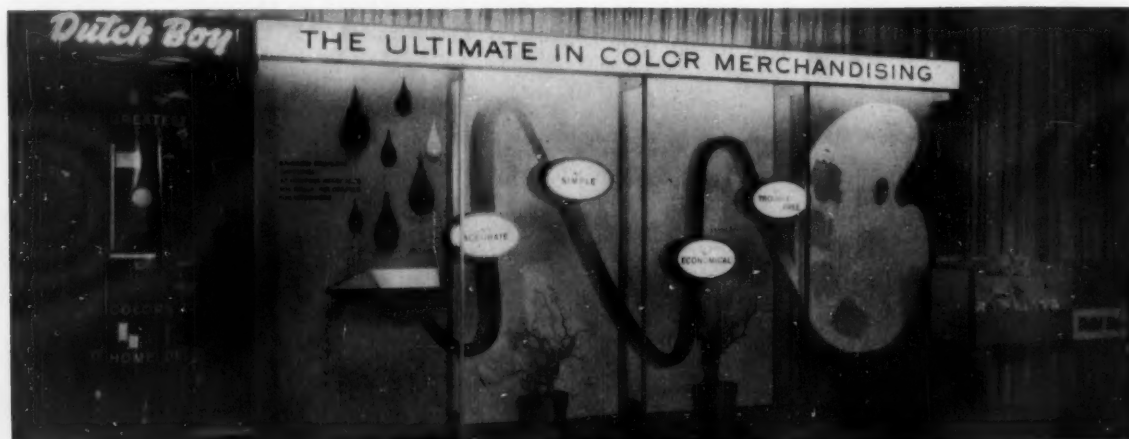
Use of cubic areas of trade show booths has been growing. This year it continues to grow as more show managements relax show rules — usually in specific areas of a show. Some exhibit photos here give evidence of this creeping trend toward greater use of cubic areas.

It has always been a trend: make product most important thing in an exhibit. But, today, you'll note more ingenious ways to do it. New materials are helping, and so are more creative talents.

While exhibit elements may seem to be more complex today, trend is toward easier erection of displays. Even the most complicated exhibits are being designed to set up and knock down in hours rather than days. This trend is sure to continue to save costs.

Almost all shows have restrictions against amplified sound. Any kind of restriction, however, seems to

(continued on page 36)



PAINT DISPLAY without cans and brushes gives this Dutch Boy exhibit a novel approach. Artist hues are captured in

each droplet. Color drum, on left, revolves. (Designed, and built by The Displayers, Inc., New York City.)



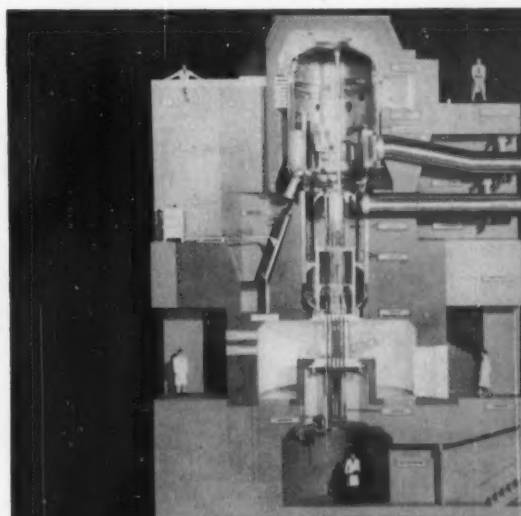
MASONITE CORP. exhibit features a combination of two effective sound techniques, controlled sound and a wireless microphone. Former employs a unique sound lens system which delivers high-fidelity sound within the limits of the booth. Sound is uniform whether listeners are virtually on

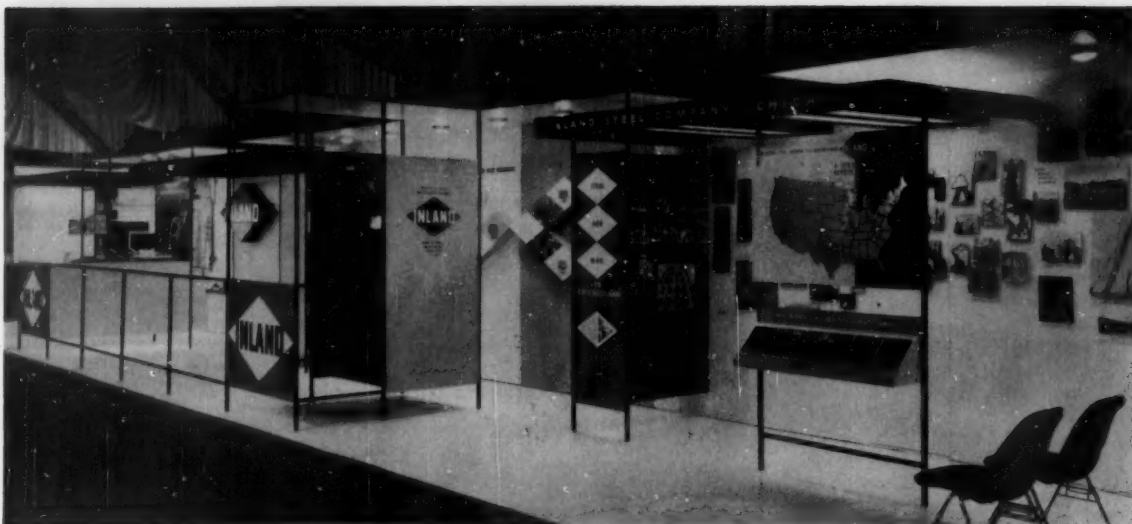
top of the speaker or at the extreme end of the throw. Latter is a long range microphone which frees the speaker from dragging heavy cables. Constant level of sound is produced regardless of speaker's movements. (By Gardner, Robinson, Stierheim & Weis, Inc., Pittsburgh.)



ATTENTION-GETTER in exhibit designed for Bohn Aluminum Co. is the thrusting motion of the piston and piston rod in center. Three aluminum tubing pylons flank the piston. They support panels which show steps in its fabrication. (Designed and built by Display & Exhibit Co., Detroit.)

HOW ATOM'S POWER can be used for peaceful purposes is explained by this scale atomic reactor which has toured the world. Model was built for Kaiser Industries, builders of the reactor now in operation at Idaho Falls, Idaho. Model has loud speakers and tape recordings which explain operation of reactor. It has 12 telephones of the type used at the United Nations for translating purposes. (Designed and built by Sanford Exhibits, San Francisco.)





USEFULNESS AND LIFE EXPECTANCY of an exhibit can be almost limitless as shown by this 60 ft. display designed and built for Inland Steel Co. It can be segmented and pieced together to form less comprehensive but equally effective exhibits for small areas without sacrificing any of

the design feeling. In other words, little exhibits can be made out of big ones, and big one out of little ones. It is flexible yet effective and well-designed. Exhibit contains various cut away models, recorded tapes, movies and other animated devices. Produced by Award Exhibits, Chicago.

spur designers on toward more novel devices. Today there are more and more ways to offer sound with demonstrations, and examples here are just a few of many.

One trend you don't see, but is right there, is safety and reliability of animation devices. Chances of mechanical failure are lower today than ever before. Many devices planned for short-term use have had so many safety factors built into them that they last for years longer than expected.

► One final trend today is consolidation of division

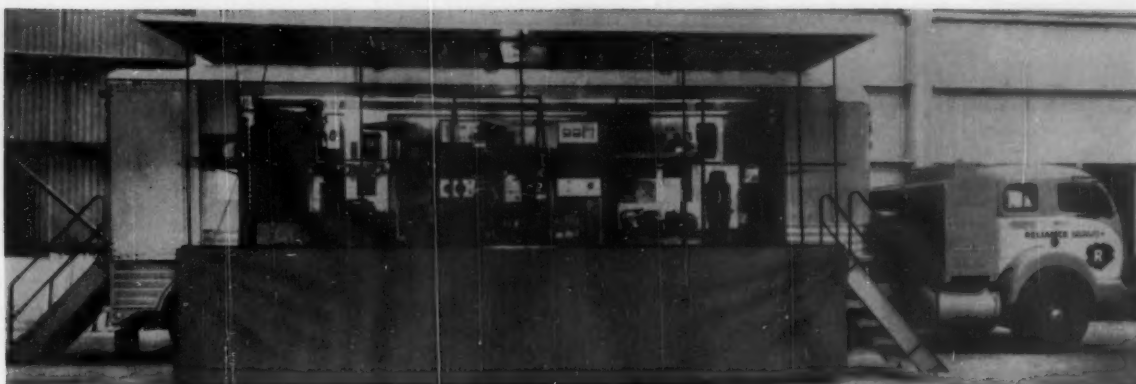
exhibits of large corporations. In the past, it was common to see each of several divisions of a company have booths at an industrial show, and each at a different location. Designs of exhibits often were different. Big companies often insisted that their divisions have separate booths. Now the pendulum has swung the other way.

In most cases, divisions are brought together under one "roof." All design elements are blended into a single form. Companies have discovered that they get greater impact for each division by massing them. Sheer size of a well designed area attracts attention. ♦



OVER-ALL DESIGN ties Polarad's exhibit together yet panels permit products to be shown in individual settings. Company

makes use of cubic content by displaying literature tables toward front of exhibit. (Functional Display, Inc., New York.)



INTERIOR AND EXTERIOR view of exhibit designed to take directly to customer's door. Built for Reliance Electric & Engineering Co., R-Cade cost approximately \$100,000. To open R-Cade, roof is first raised. Next trailer side is hydraulically lowered to form a stage. "Drawer roof" supported by easily set-up rails is pulled out over stage. Stairs at front and rear provide entrance and exit. Exhibit stands are wheeled onto the stage. Generator mounted behind cab provides ample current. It is enough for lighting, heating and air-conditioning. (Designed by Rogers Display Studios, Cleveland.)

ANIMATED DISPLAY built for Bell Tel. Co. of Pa. features nine colored telephones on a rotating ferris wheel. Wheel has clutch to prevent injury to mechanism and children. (Designed, built by Dirmeyer Displays, Inc., Philadelphia.)



NEW JERSEY BANK & TRUST CO. exhibit can be folded up into three suitcases. It can be assembled without delay, tools or custom construction. (By Texan House, Inc., New York.)





AO BOOTH with its 36 ft. banner is seen from every spot in the hall.

American Optical Dominates a Show

To get promotional jump on competition at normally conservative show, AO did all this (and more): 1. Put its exhibit on stage; 2. Ran two-page ad in professional journal to invite attendance; 3. Put signs on taxis and in store windows; 4. Gave away big envelopes with AO logo; 5. Imprinted napkins for hospitality suite.

By LOUIS S. EDMAN
Manager, Press Relations, American Optical Co.

BOSTON WAS SCENE of a radical departure from convention tradition for American Optical Company. This 126-year-old leader added something exciting to optical industry exhibits in March.

For the past two years, AO had been putting into effect a "new look." It initiated an aggressive merchandising concept, used promotional tools new to a conservative industry and adopted a dynamic design to establish company identity.

Latest move took place at the 37th Annual Congress of the New England Council of Optometrists. Largest convention of its type in the East, it

is one of the most important in which optical manufacturers participate yearly.

For years, AO and its competitors have occupied the same booth spaces on the floor of the Statler Hilton exhibit hall. As first step in its plan to dominate exhibit space, while complying fully with rigid regulations of the Council, AO rented the stage of the hall for this year's exhibit.

Customarily, this area had been used as a last resort for last-minute exhibitors. Show management feared that convention-goers would not climb the eight steps to view an exhibit so placed. A poll of the com-

pany's sales personnel revealed that this might be a fallacy; that AO accounts would visit the space regardless of location.

Now committed to the stage location, the company called in The Displayers, Inc., New York City, to produce a completely new idea in optical displays. In lieu of static exhibits of the company's principal products (some 200 classes, and 2,000 items), individual areas were created to show the foremost in action.

As an example, diagnostic equipment used by the eye care professions in their examinations was displayed in the natural setting of an eye man's



VISITOR ALIGHTS from one of 100 taxicabs which carry AO welcoming signs.



AO GREETINGS are displayed in shop windows.

office. Dispensing and reception room furniture was likewise placed against natural backgrounds of fashion-right, modern colors. Even a complete optical laboratory, to feature AO tools and machinery, was included in the display.

Next, to exploit the height advantage of the stage, a 36-foot banner was made up to feature the AO trademark and slogan: "Since 1833 . . . Better Vision for Better Living." This was run across the entire proscenium. Topping the American Optical space, it became the first object seen when entering the hall. Recognition was immediate by all conventioners, due to intensive preconditioning that was part of the AO campaign.

To achieve this, AO first rented 100 taxi billboards—aluminum-framed type carried on the rear of cabs—for the week before and during the convention. Copy, on the bright red-and-white AO design, stated: "American Optical Company Welcomes New England Council of Optometrists, Hotel Statler, March 1-4."

No matter how the visitor entered the City of Boston, the eye-catching greeting was readily seen.

As a tickler, AO took a two-page spread in the New England Council Journal. It featured the headline: "American Optical Goes on Stage." The publication, received by all Council members a week before the convention, gave the first hint of what to expect.

AO approached all stores, travel agencies and street-floor offices in and around the Statler-Hilton. It offered colorful window cards with the leg-

end: "Welcome, New England Council!" At the bottom of each card was hand-lettered the name of the shop in whose window the card was placed.

No mention appeared of American Optical, but the red-and-white design was the company's own. Placement of window cards was almost 100% successful, and no visitor could approach the hotel without noticing the greeting in some window.

Several dozen large cards were strategically placed in the hotel lobby and mezzanine, on desks and tables, where they remained in full view for the duration of the convention.

We made arrangements with Second Bank & State Street Trust office in the Statler-Hilton, for use of its street window for an AO display for a two-week period, before and during the convention. As another attention-



EXHIBIT visitor receives literature folder with prominent AO colors and logo.



MORNING PAPER, compliments of AO, carries a sticker to greet delegates.



H. P. BRIGHAM, advertising manager, seated, L. S. Edman, press relations manager, and W. W. Cloyd, sales promotion manager, plan AO exhibit.

getter, we secured a parking space next to the hotel's main entrance, where a bright red-and-white AO messenger-service car remained for the entire first day of the convention.

On Sunday morning, first day of the congress, every convention visitor who stayed at the Statler-Hilton opened his door to find a copy of Boston Sunday Globe. Affixed to the top of the front page was a sticker in the now-familiar red-and-white design, with the company logo, a welcome to the congress, and the words: "We hope you will visit our exhibit on stage at the exhibition hall."

Within the Globe, in the financial section, was an 1,800-line advertisement with the heading: "How the Future Looks at American Optical." It showed six products from lenses and frames to solar furnaces and guided missile trackers. Copy featured a message by AO's president, and a box containing quick facts about the company.

Exhibition hall opened at 1 p.m., Sunday afternoon. By this time, most visitors, before even setting a foot within the display area, were thoroughly familiar with the AO motif. When you entered the hall, there was no missing the proscenium banner with the AO logo and slogan.

As a result of the groundwork laid to stimulate interest in AO's departure from its normal convention habits, any forebodings as to the effort's success were quickly dispelled the first afternoon. Traffic to the stage reached such proportions that visitors frequently had to wait until others left in order to get onto the stage.

The promotional drive did not end at this point, however. Each visitor

to the AO display was handed a large manila envelope, literally a billboard with the company design and logo, in which he could carry innumerable circulars, folders and other advertising pieces handed out by all exhibitors.

This convenience, never before used in a convention of this type, found immediate acceptance among convention-goers, who had always been plagued with the problem of how to carry the varied material so plentifully distributed at past shows. The bright red-and-white design became standard equipment under the arms of visitors.

As is customary at trade shows, most major exhibitors maintained hospitality rooms in the hotel, a suite where accounts could relax after exhibit hours. AO salesmen handed out calling cards, printed in the red-and-white design, to exhibit visitors with the invitation to visit their suite.

This year, to carry out the over-all theme, AO rooms were decorated with banners and welcoming cards, and the new motif was carried to the extent of being printed on cocktail napkins. Even stirrers used were in what has become known as "AO red."

As a result of the repeated impact of the American Optical symbol from the moment convention visitors stepped off planes or trains, the over-all impression gained was that the company was the most active exhibitor to promote the congress.

American Optical feels that the tremendous amount of preparation involved in such an undertaking was well worth the effort, in both goodwill and strengthening of company recognition. The optometric profession, bound by ethical restrictions against self-advertising, received more attention through the AO campaign than it normally would have during the course of its annual meeting. There were six million exposures of taxi posters alone.

Summing up the effort, H. Patrick Brigham, manager of advertising, says:

"We have publicly said that what benefits our customers benefits us. The New England Council promotion helped us both and we feel added considerably to our stature in the eyes of the public." ♦



EVEN NAPKINS, mixers, banners and signs in hospitality suite carry AO theme.

PROBLEM:

How do you get a salesman in your booth to handle a prospect from outside his territory with something close to enthusiasm.

SOLUTION:

For Dictaphone Corp., it is cash incentive. For every trial use of equipment signed for an "outside" prospect, booth salesman gets \$5.



SALESMEN are busy. They're happy with prospects from any territory.

Incentives for Booth Personnel?

By HAROLD B. CLARK
Sales Promotion Manager, Dictaphone Corp.

WHEN YOUR SALESMAN, on commission and with a territory in New Orleans, meets a good prospect from Pittsburgh, what happens?

Whatever your answer, such a meeting is typical at trade shows. In fact, it is seldom that a salesman ever meets any of his own prospects at national or regional exhibits. Even at city-wide shows, chances are that the salesman in your booth is most often called upon to deal with visitors whose purposes will never contribute to his income.

Such a meeting of salesman and prospect is the chief dividend from your entire investment in every show. Your dollars for design, construction, shipping, promotion and space rental—they're all on the line. So far, they have worked wonderfully to bring a potential customer face-to-face with your representative under close to ideal circumstances in your booth.

Now, what happens? In one version, the salesman is of the "gung ho" type. His enthusiasm takes over for you and the prospect is moved closer to becoming an owner. We never

have to worry about that. In another version, the spark in your salesman's eye dies just as soon as he learns that the visitor is from out of town. With relentless dis-interest, the salesman does his duty, answers a civil question or two and, just because the booth captain is watching, he even jots down the prospect's name and address. In the extreme, there is the cynical salesman who feels trapped in the booth, who wishes he could be calling on his own customers or who is even plotting a strategy for escape to the nearest bar. If he doesn't actually take a poke at the out-of-town prospect, he will at very least handle the situation with uncompromising apathy. He will fight your prospect's interest, just for spite, and may even suggest that your visitor go over across the aisle and bother competition.

Wherever your booth is staffed with such people, your entire exhibit investment is in real jeopardy. You might just as well have stood in bed.

Ways to outwit, dodge, side-step or overcome this problem include hiring a special exhibit staff to travel from

show to show and whose entire job is to protect your trade show investment. Another tactic is the iron fist of booth discipline where the company brass moves in to supervise booth personnel and then makes a reconnaissance report—assigns demerits to those salesmen who don't toe the enthusiastic line.

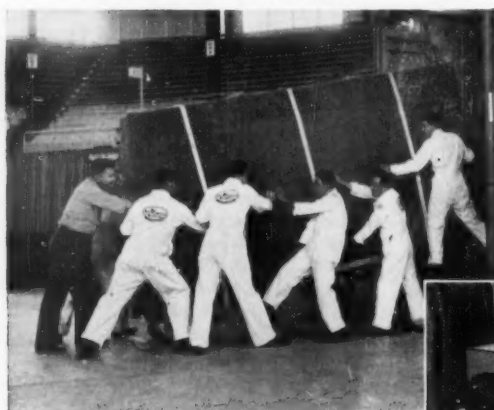
For those of us who have too many shows to be handled by a traveling staff and who feel that iron fist discipline often does more harm than good—there is another alternative.

Incentives can help solve the problem. Just as they often stimulate regular sales activities, they can work to lick apathy in the booth. They have worked for us—especially at big national shows and conventions in big cities where a booth staff of perhaps a dozen or two dozen salesmen never meet a prospect from the commissionable home-town area.

For us, objective at every show is not to make sales. Whenever we do, we are both delighted and amazed. The real target: trials. Trials of Dictaphone equipment are only just a little harder to nail down than names and addresses of so called leads. But, actual trials are 10 times as valuable to us. A high percentage of firmly committed trials turn into sales and



ON-TIME ARRIVAL



KID-GLOVE* CARE

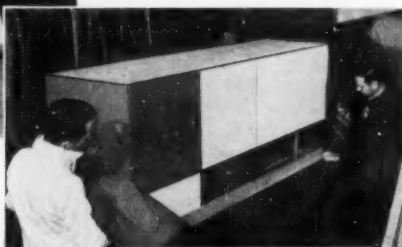
The R C A Whirlpool \$250,000 Miracle Kitchen transported all over the U.S. by NORTH AMERICAN VAN LINES

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the average sale is just shy of the four-figure amount of dollars. That is why we can afford to pay for trials arranged at exhibits.

We pay \$5 to the booth salesman for every trial he arranges with the prospect from outside his own city. We experimented with the idea of paying for trials outside the booth salesman's individual territory — but it is remarkable how easy it is for buddy salesmen to exchange trial arrangements. They always seem to be originated by a man whose territory just borders on that where the prospect lives.

We use a duplicate card form to control the incentive system. Original copy — with full information on the prospect's interests and when he wants a trial — is forwarded to the covering salesman. The carbon comes to us. When the trial is actually installed, the original copy is initialed by the covering salesman's manager and then returned to us. When both copies are matched the booth salesman gets the award together with a personal letter from the vice-president for sales. The letter congratulates him on his booth salesmanship and for his contribution to the success of what we call our business-show program.

With this incentive system, we have doubled the number of firm trials arranged at our shows. This is an important score. We have increased enthusiasm and cooperation of salesmen in the booth. Some have claimed \$50 to \$100 simply for arranging 10

to 20 trials over the standard three-day show period. This makes a nice little jackpot. The incentive system also gives us a much more accurate measure of each show's success and makes possible a close follow up of specific trials. This helps to give us information on average length of trials and percentages of conversions to sales.

Helpful by-products of a formal incentive system at trade shows can be many and they can be varied. Yet, the big pay off is added protection for your entire show investment when your salesman and your prospect finally do come face to face.

If you have the problem we have had, first review your real show objectives and then find out how you can afford as insurance against not reaching them at the personal level in the booth. Techniques can vary as much as conventional sales stimulants do in the form of cash awards, merchandise prizes, special credits toward winning your national sales contests or you can even strike off a medal for the best booth performer.

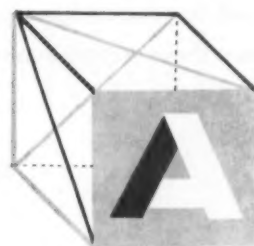
Whatever you do in the direction of adding incentives for your booth personnel, you will find it pays off. It may even prevent that pugnacious salesman in Detroit from punching your top California prospect. ♦

This article was prepared originally as a talk at Association of National Advertisers' workshop on advertising to business and industry, Pittsburgh, March 6.



"Care to attend a show with me, Miss Burton? I managed to get two tickets for this year's Packaging Show."

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What to Give Away at Trade Shows

Some say, "Give away nothing—except opportunity to request samples and literature." Others say, "A show offers valuable exposure to your best prospects—so shoot the works." Something between these extremes seems to prevail at trade shows today.

By ETNA M. KELLEY

PROBLEM of perennial interest to exhibitors is what to offer visitors in the way of samples, literature, goodwill items or other promotional materials. To compound the riddle, there's this added puzzler: "To whom shall we give what?" (Anything and everything to all comers, or shall we suit the item to the recipient?)

Ideally, only customers and worthwhile prospects should get materials, and each should get only what is related to his potential needs. Your deciding who is a bona fide prospect is not always easy, especially when a split second judgment must be made. Wrong decision may alienate a po-

tentially profitable prospect or, conversely, be equivalent to dumping part of the promotion budget down the drain.

Methods to handle the problem range between two extremes. There's the "Give nothing away" school of thought that relies entirely upon having interested visitors sign literature request cards. At the opposite end of the pole there is the "Be generous—lest you let even one good prospect slip through your fingers" school of thought. Most exhibitors fall somewhere between these two extremes.

Here, spelled out briefly, are the arguments of the two groups:

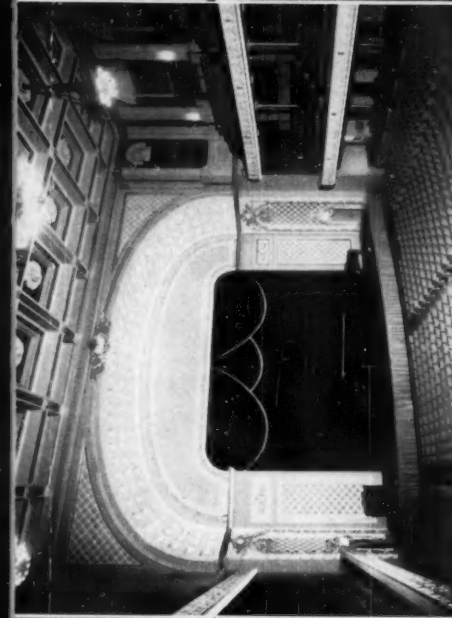
"Give 'em nothing." So much has been offered, and is still being offered, to the average visitor that he is overwhelmed and bewildered. A sort of mob hysteria ("collectivities") afflicts him and he picks up anything and everything in sight. Overloading himself, he then dumps the lot into the wastebasket nearest the exit.

Many of those who attend are not customers nor prospects, and some are really chiselers, seeking hand-outs. Literature and other promotional materials have value only when they reach interested prospects. If they are distributed at the show, they should be kept under the counter or otherwise out of reach of the casual picker-upper and given only to logical prospects. Better yet, show literature and samples, but don't give them away. Instead, have visitors use request cards, checking blanks to indicate what they want sent to them from the exhibitor's headquarters.

"Give 'em all they'll take." A convention or trade show offers the best possible method to reach prospects, customers, potential distributors and dealers. It's sensible to use every feasible method to impress them favorably, and this includes giving them materials to make such impres-



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22—Hilton Hotel

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SAN ANTONIO
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25—Hilton Hotel

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26—The Palacio Hilton

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sions lasting: literature, samples, goodwill souvenirs. True, there will be waste, but the system is more economical than having salesmen travel to the home bases of all the really good prospects who visit the show.

Most eloquent proponent of the "Give 'em nothing" school is William C. Copp, director, Institute of Radio Engineers Show, largest in its field. Long experience and observation have convinced him that there's no relation between high traffic (lured by gadgets, gimmicks and giveaways of various kinds) and results obtained by the show exhibitor. He goes even farther and maintains that a "high-interest" gimmick defeats its own purpose, since people stand in line for it and keep attendants busy "servicing" it instead of devoting time to serious prospects and customers.

"People who go to shows develop 'literaturitis,'" says Copp. "It's contagious. They see others picking up material and automatically follow suit. I once collected the contents of a trash basket near the Coliseum (New York City) and got a printer to appraise the materials we found. It was obvious that many persons had gone from one booth to another to collect big assortments, then dumped them into the basket. In one envelope alone the printer found an estimated \$44.75 worth of items, ranging in cost from a few pennies for modest pieces up to 50c for an expensive catalog. Multiply this by hundreds, and you get a lot of waste."

Copp believes exhibitors should rely entirely on literature request cards and refrain from distributing anything at all from the booth. He admits there are times when literature should be displayed, to induce visitors to request it; but this should be done in such a way that the materials cannot be carried away. Some exhibitors keep literature out of sight and display it only to those considered to be logical prospects. Some show literature on panels or in bound volumes. There are ways of making it easy and even interesting to request literature, he says, such as having the visitor press a button to indicate what he wants. Some visitors take rubber stamps with them to be used solely to request promotional materials.

With missionary zeal, Copp keeps everlastingly at the task of educating IRE exhibitors not to hand out anything from their booths. He talks about this, puts it in writing, and won't allow distribution of shopping bags, large envelopes or other "carriers." As he puts it, "No one can leave our show with anything more than he can put into his own brief case or his pockets."

what's new in exhibits?

ATENTION THIS SUMMER will be focused on the first interchange of exhibits between U.S. and USSR. We'll soon know whether showing in Moscow actual three dimensional products of our free civilization makes more of an impression than the oft-contradicted printed word. In exchange, we'll have an opportunity to see for ourselves the comparable products of the USSR, when the reciprocal Russian displays open here in late June.

THE REST OF THE WORLD will be doing a selling job this month at New York's Coliseum, through the medium of the annual U.S. World Trade Fair. Four floors of the building will be crammed with cultural pavilions and merchandise displays from every continent.

ADDED TO THE growing list of big convention centers is Las Vegas, which played host last month to the First World Congress of Flight. Displays of planes, missiles and components taxed the spacious new facilities to the utmost. It's a good thing the town provides amusement all night long, for it was hardly possible to find sleeping room for all who attended.

SOME OF THE MOST unusual packaging methods shown at the AMA Packaging Show in Chicago were those of the armed forces, in a forty-foot exhibit designed to stimulate the industry's thinking toward the solution of specialized military problems.

THE BIG EXHIBIT EVENT of 1960 will be Britain's own Trade Fair, scheduled to fill the N.Y. Coliseum to the rafters next summer. A cooperative effort by British industry, with elaborate cultural participation by the Crown, it promises to be a real "spectacular."

The talents of Ivel's skilled staff play an important role in all of these events. These same talents are available to you on your next exhibit project, whether large or small.

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To some exhibitors these rules seem harsh, and a few have been clever enough to circumvent them, but such instances are rare. One firm, for example, interpreted permission to give away its own literature as freedom to give away a billfold, since the billfold was a "cover" for the literature.

Copp is against anything that savors of a circuslike atmosphere and forbids wearing of non-business apparel. No drum majorettes nor models in cheesecake outfits. He frowns on contests and demonstration with high showmanship appeal. This is to the advantage of the exhibitor, he claims, recalling an instance in which, through a technicality, an exhibitor staged a demonstration "of the product." It involved an electric eye gun. This drew

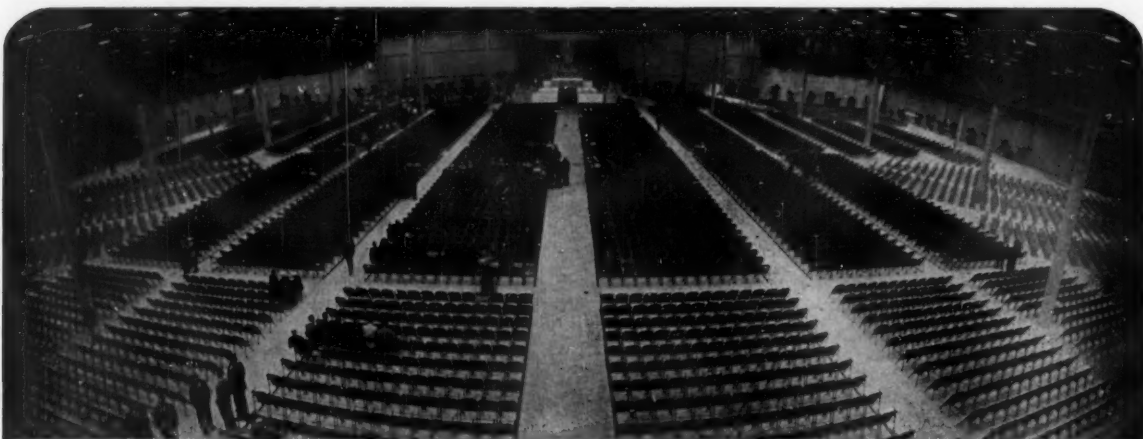
long lines of people, but the exhibitor later admitted the show was the most unprofitable in which he had ever participated.

Educating exhibitors is uphill work, says Copp, but he feels he is making progress. "About 50% or more now use request cards or other devices for visitors to order materials. But 75% still distribute literature, though some keep it under the counter and give it only to bona fide prospects. One firm, not wanting to offend anyone, brings obsolete literature to shows and hands it to non-prospects or other 'collectors.' It reserves up-to-date literature for live prospects."

Despite validity of Copp's views, many veteran exhibitors claim it is to their advantage to distribute litera-

ture, samples and goodwill items—sometimes all three. Most of them are conscious of the wastefulness inherent in this policy, but believe benefits offset disadvantages. Trend is toward greater selectivity: keep literature where it is not so easily accessible to casual collectors; give prospect material in which he is likely to be interested instead of an assortment including advertisements of products which he is unlikely to buy. Even the most generous exhibitors are turning toward greater use of cards to request materials and are devoting more attention to their design.

Here are some case histories to summarize policies and experiences of large exhibitors with respect to giveaways of various kinds.



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For Plumbing and Heating Division, American-Standard, trade shows and conventions are an important means to keep in touch with markets and to demonstrate new products and new features of old products. The company regularly exhibits at National Assn. of Home Builders Show, National Assn. of Plumbing Contractors Show, and International Heating and Air Conditioning Exposition.

Because of the specialized nature of the firm's products, its exhibits are manned by men who are both skilled technicians and salesmen. In many instances, a working model, cutaway or other version of a product is exhibited, to demonstrate a special feature or design of the unit. An easy way to top this off would be to distribute literature to describe the feature demonstrated. But, A-S believes it's wiser to induce the visitor to request literature to be sent to him, using a card furnished for this purpose.

Care is taken to make it easy to use these cards, which require a minimum of writing. Products are listed by general classification, with subheadings for particular models, brand names or types of unit. Visitor orders by checking the proper blank or blanks, and by signing his name and address. Boxes for the signed cards are spotted strategically throughout the booth, so that no one need retrace his steps to fill in and deposit a card.

Since the division may participate in two shows held at—or nearly at—the same time, a color code system is used for request cards. For example, one used at the most recent Heating & Air Conditioning Show was green, that used for National Plumbing & Heating Exposition was yellow, and one for National Assn. of Plumbing Contractors Show was white. Under this system, cards are easily identified and kept separate at the main office, where orders are filled. Copies of covering letters, sent with requested literature, are sent to field offices, where they are regarded as sales leads.

Giveaways which might be termed goodwill builders are also distributed at A-S exhibits. These are carefully selected and are sales promotion items in the true sense of the term. For example, there was a money clip of plastic with company's name and seal in gold, with magnets on each side to ensure tight closure. When distributed, each clip had two imitation bills in it, roughly following the design of real money, but with advertising copy to replace usual folding-money wording. Another item distributed recently was a giant (12½-inch-long) matchbook, containing enough matches to light



Radio Corporation of America at the Institute of Radio Engineers Show, 1959

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JOHN C. EGAN, Director of Sales
LOUIS J. FIORA, Convention Manager

SALES MEETINGS/Part II SALES MANAGEMENT

an entire carton of cigarettes, to advertise the firm's new contour bathtub. Outside cover, in bright red, showed the tub with its unusual design features. Lifting the cover, one sees another view of the bathtub, seven blocks of copy—each describes a sales feature—and, on the lower margin beneath the matches, "The New Bathtub with a Long, Long Future (in your sales future)!"

American-Standard is not afraid of showmanship nor of stopping traffic with its exhibits. One year it staged a puppet show to dramatize features of a heating unit and gave to each visitor a small puppet to advertise the product. "It shopped traffic," recalls Robert W. Prinslow, Division's advertising and sales promotion manager. "We considered it highly successful. But the next year the show management put a clause into its contract that banned puppet shows!"

To promote Lurex (metallic yarn) and Zefran (acrylic alloy fiber), Textile Fibers Department, Dow Chemical Co., exhibits at textile shows, Knitting Arts Exposition, before automotive stylists and other groups. Samples and literature are distributed, says Andrew Lazarus, product information manager. (Spools of yarn and swatches as samples; booklet—usually technical—and reprints of articles and advertisements as literature.) What is distributed depends upon type of audience.

The Dobeckmun Co., another Dow Division, is highly selective with respect to giveaways. "We normally don't design promotional literature for specific shows," says James E. Foy, sales promotion, "but we often set a show date as a deadline for preparation of such material. We prefer material that conveys all the information at a quick glance. But on the whole we rely on inquiry cards, which visitors use to request material."

Manhattan Rubber Division, Raybestos-Manhattan, Inc., Passaic, N. J., participates in a long list of trade and industrial shows. The company makes 30,000 different products and sells to many industries. In some instances it exhibits jointly at shows with other divisions of Raybestos-Manhattan, when both serve the same industries.

Chief products featured at shows, according to J. J. De Mario, Manhattan's advertising and publicity manager, are rubber transmission and conveyor belting, hose, paper-mill rolls, rubber-lined tanks, abrasive and diamond wheels; and consumer products—bowling balls and billiard cushions.

"We give out only objects related to the industry," says De Mario. "These are usually product brochures and catalogs, reprints of advertisements;

and, at times, samples of new products, like our Poly-V Kit or a density converter for paper mill use. At bowling exhibits, we hand out 'Learn-to-Bowl' booklets and score cards. We also have on hand at some shows samples of conveyor belting or hose to use to demonstrate flexibility, weight and other features."

Because of the variety, types, sizes of its products, Manhattan has a "sampling problem." Generally speaking, salesmen tend to show and demonstrate samples, such as three-foot long sections of conveyor belt and

hose—to show flexibility, troughing and construction. Obviously, it would be wasteful to give these away.

A giveaway which Manhattan has used successfully at trade shows, to promote the Poly-V Drive, is in kit form with two toothed strips, each of a different size belting, interlocking into a molded part in the center to represent a pulley. The three parts dovetail neatly and tightly into a rectangle which fits into a plastic case, transparent on one side to reveal the contents.

Among shows in which Manhattan



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participates are: Coal and Metal Mining Design, Chemical and Plant Maintenance, also industrial conventions, such as Triple Mill Supply, Farm Equipment, Platers, Paper Mill, Agriculture, Foundry, Oil, Millers, Bowling and Billiard.

Lily-Tulip Cup Corp. regularly schedules exhibits at 15 national shows, and on occasion, participates in others—sometimes on short notice—to achieve specific objectives. Shows are of two kinds, those attended by jobbers and those attended by end users—such as American Dietetic Assn. and other institutional groups. Objectives of the two types are different. Jobbers usually know the line, but may want information on new products. Those shows provide useful opportunities for the company's staff to exchange views with jobbers, to the benefit of both. At shows attended by end users there is more "selling," including more distribution of samples and literature.

"Though we do give away samples and literature to some extent," says Lester Dittersdorf, convention and sample control manager, "we place our chief reliance on inquiry cards, through which visitors may request information, literature, samples—or ask that a salesman call.

"As a rule we concentrate on one or two products at a show, though, of course, we are willing to talk about anything we sell. For example, at several recent shows we have offered one or two pieces of literature and a reprint of an advertisement of our China-Cote service cups, which we are now featuring.

"Our registration—or inquiry—cards are carefully designed. They usually emphasize the particular product or products featured, though visitors may request other items as well. As a rule when someone is seen filling out a card, a salesman in the booth will engage him in conversation and try to learn more about his potentialities as a prospect—and will later jot down his appraisal for reference when the card is processed.

"Requests are taken care of from our main office, with a six-part lead form. This facilitates sending orders to the proper department, depending upon what is wanted—samples, literature, specific information, etc. If a letter is written to the inquirer, one copy is sent to the interested sales office as a lead. The sixth part of the form eventually is used as a follow-up, if there has been no report from the salesman.

Here are some capsule summaries and descriptions of giveaways distributed at conventions and trade shows, which are said to have

achieved their objectives, winning attention, goodwill and, in some instances, traceable orders.

Computers, charts, score cards: Printed time and space savers are hard to resist when offered to logical users at trade shows. Manhattan Rubber Co. has offered a variety of these, such as a slide-rule type density converter for paper mill people and a bowler's "Individual Average Record" booklet. Palm, Fechteler & Co. (decals) gave away computers that were also decals—converted decimals to fractions and so on, and could be placed where recipient wished, because of the adhesive backing.

Gags, conversation pieces: Seen at Home Improvement Products Show: "The Work Break" proclamation, announcing to "all employees" that because of a "desire to remain in business" management wants each worker to set aside a "work break" period (for working), without infringing too much on coffee breaks, rest periods, story telling, window gazing, etc.

A gag calendar, with 32 days indicated, among them five for negotiation, two Fridays each week (since customers always want their orders shipped by Friday), and no "firsts" of the month on which bills would have to be paid. Both of these were distributed by Alumo Products Co.

"Open Only in Case of Fire" on an envelope tempts one to open immediately, to be greeted by the gag message on a white card, "NOT NOW, STUPID—ONLY In Case of Fire." On the back of the card there is a list of four Alumo distributors. This is in the class of "silly signs"—"Think" and "Plan Ahead" (with the final "d" almost crowded out); they are good when new, but are quickly run into the ground through overuse.

Carriers: Some exhibitors distribute shopping bags, portfolios, large envelopes or other carriers, into which visitors can put literature and other items they collect at shows. Usual custom is to have the donor's name and booth number in large type, so that the carrier is a "walking billboard."

There is no pat solution to the problem of whether to give anything away at shows, nor what to give and to whom—and how. Era of indiscriminate giving is passing and enlightened management thinking is in favor of having visitors use request cards—plus, in some instances, selective distribution of samples, literature, souvenirs. Whatever is distributed should be tied in with the exhibitor's product or service, and offered only to real prospects and customers. ♦

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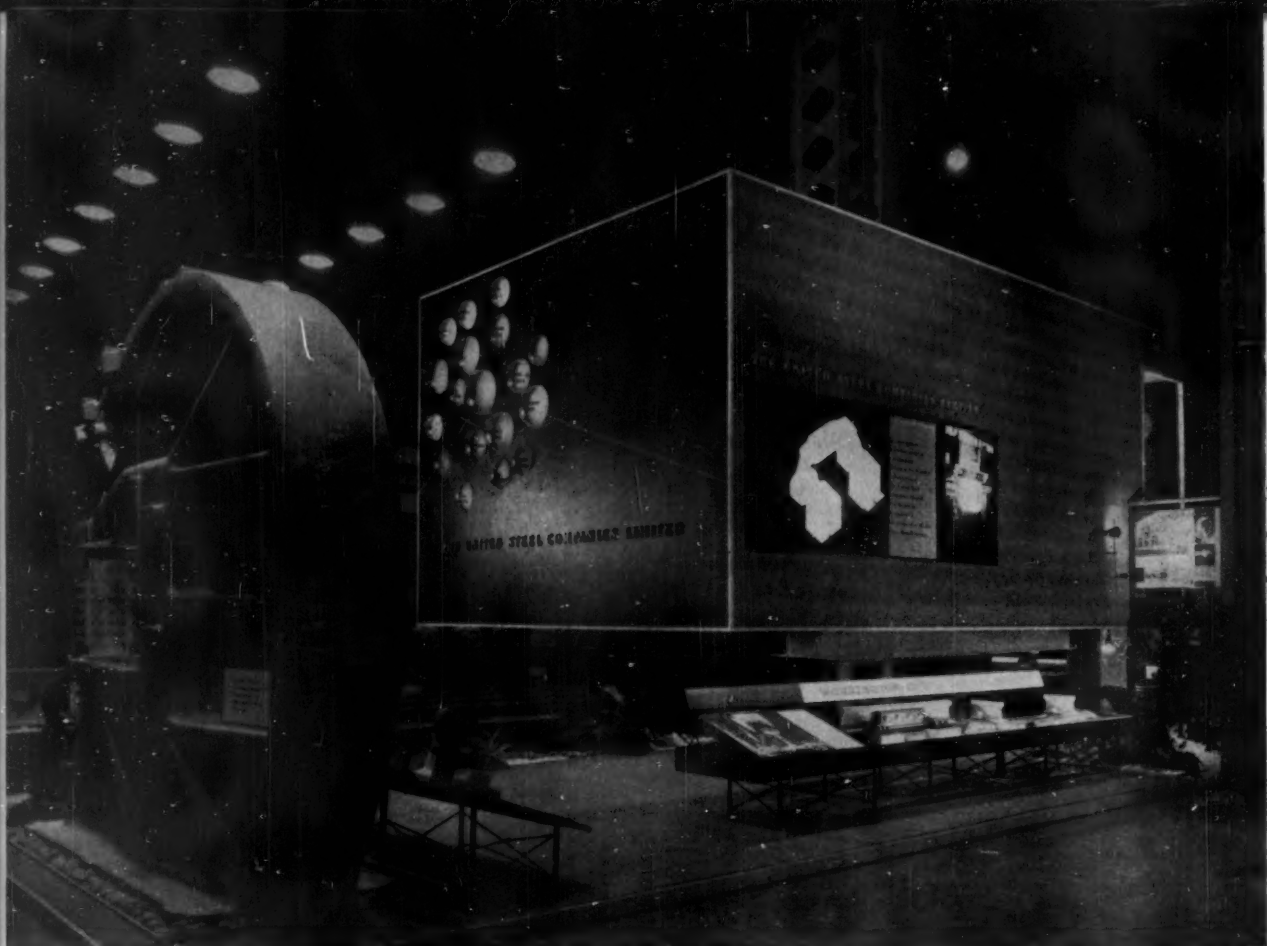
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OFFICE BLOCK is perched on single vertical column for United Steel Companies exhibit, Chemical and Petroleum Exhibition, London. Exhibit design: V. Rotter, F.S.I.A. Construction: City Display Organisation, London.

Future for Exhibit Design

Daring and original exhibit design follows sophistication of audience. Europeans appreciate art more, hence tend toward departures in exhibit design. American tastes grow better and so will exhibits. Important that we improve techniques.

By BELMONT CORN, JR.
President, The Displayers, Inc.

IN THIS AGE of closer international relations, the skill with which we speak — through exhibits — to other parts of the world is important business-wise and for diplomacy.

Although we Americans have reason to believe that we have more to show than any other nation, we must

always remember that only as we learn from other countries and apply this new knowledge can we reach the highest level of world-wide success for our commercial and educational exhibits. In turn, this should lead to gains, no matter how small, in culture and politics, as well as commerce.

This is not a call for frantic imitation of foreign exhibits; it is an objective desire to study and learn. Just like us, designers of other countries are experimenters, whose new concepts are sometimes not worth accepting into our "point of view", no matter how fine they may seem. Even the

most successful foreign designs may be so only in their own domestic situations. They could be incompatible with local customs and colloquialisms somewhere else.

European techniques, however, with their greater sophistication of three-dimensional graphic and architectural design are going to play an important role in America's future achievements in display. Efficient use of many of their techniques will help us reach new heights of beauty and effectiveness with fewer experimental failures.

On-the-spot study at expositions, trade fairs, city shopping areas of European countries is, perhaps, the best way to judge with accuracy, which foreign techniques are worth learning and applying.

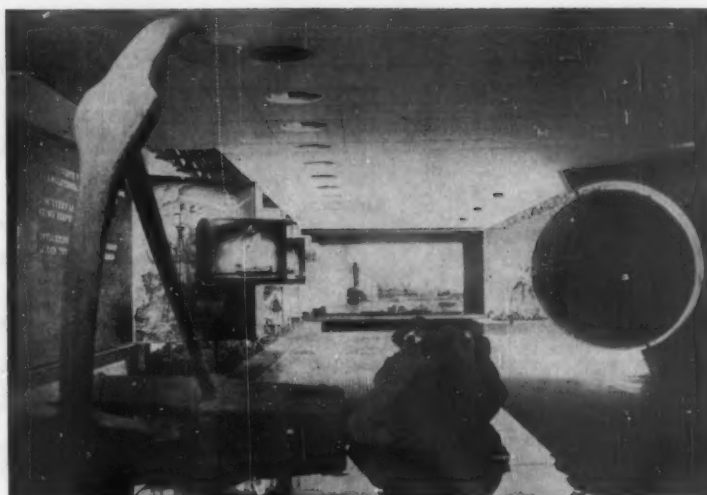
There are clear differences between American and European approaches to exhibits. For example, where American exhibit designers customarily think in terms of an eight-foot height limit, it is not unusual for the European to have displays 20 feet high or more and to make use of the full cubic area assigned to an exhibit.

On the face of it, this seems a fine idea. You can certainly show a lot more by using the whole cube. Conforming to restrictive rules of the average American trade show, most exhibitors use about half of the cube.

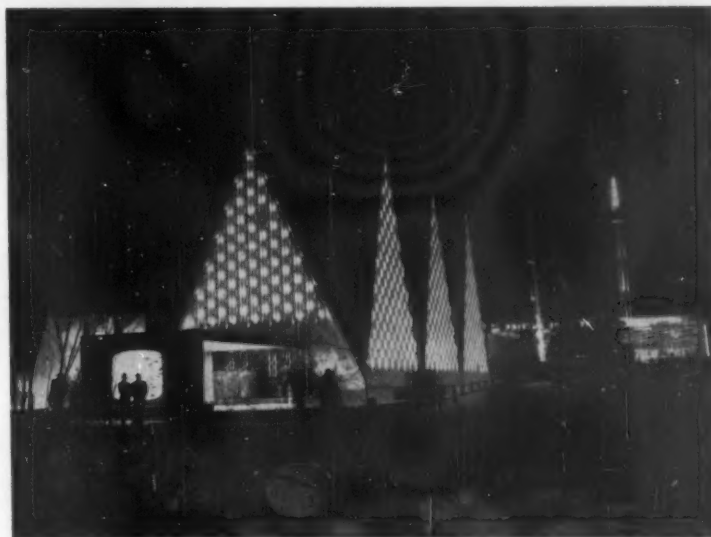
Full use of the cube's area or its unlimited height do not, in themselves, assure successful exhibiting. Those of us who attended the British Industrial Section at the Brussels World's Fair, found there was a characteristic reaction — confusion among the spectators — because the total effect was one of overcrowding. It prohibited full digestion of each exhibitor's presentation.

On the other hand, interior of the British Government Pavilion made great use of varying heights with controlled illumination. In a carefully integrated scheme, developed at the pre-planning stage, here was an example of mature exhibit design in action. It became clear here that full use of the cube may be most desirable, but only when each segment is properly related to the whole. In the American rotunda at Atomic Energy Conference, Geneva, August, 1958, space upward was used to a height of 30 feet, but in a simple design of cruciform shapes to represent a group of reactor control rods. Psychological impact of the rotunda was certainly reinforced in this way, and all the more so because the design was kept basic, direct and orderly.

Brussels World Fair provided an example of the need for more pre-



MATURE EXHIBIT DESIGN is in evidence in Hall of Discovery of British Government Pavilion, Brussels. Controlled lighting blended variety of elements.



AT NIGHT, British Pavilion is more handsome than in daylight. European designers have learned to use light and color in place of solid construction.

planning and integration to direct a flow of traffic through the elements of a fundamentally simple message. It was a basic weakness of the U. S. exhibit that there was no integration of the architectural concept with interior displays. There was little effort to develop an orderly pattern of viewing. Viewers tended to become bewildered, and to get lost in overcrowded areas, poorly illuminated and poorly labeled. By contrast, such a simple display as that of Austria—concentrating on a fine folk culture within an Austrian 'Bauhaus' structure—was bought by the viewing public without

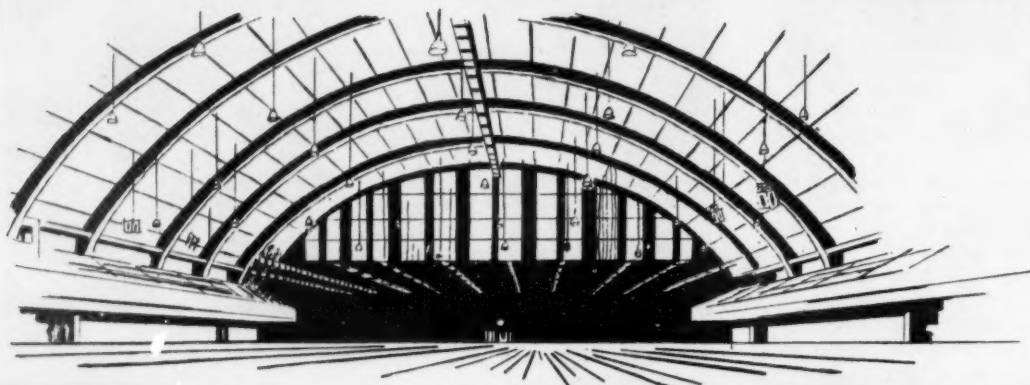
reservations. Here, was one of the finest representations of the theme of this great world's fair.




Czechoslovakia used its hydro-electric power supply as its guiding device. Overhead, as the visitor entered the pavilion, pulsated neon lights, created an illusion of flowing water that progressively "pulled" the visitor along from exhibit to exhibit.

A vital concern to the exhibitor is whether an exhibit is to be designed for a single, specific exposition—the European way—or to be considered as one stop on an itinerant schedule of expositions.

conventions — trade association shows — commercial and industrial exhibits

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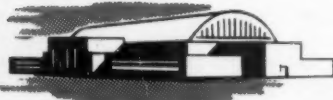
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The successful trade fair usually has a long tradition in most European countries. Some have heritages that go back for centuries. Exhibitors return to the same space year after year, and concentrate their major selling effort in the annual fair. Thus, it is perfectly natural for European exhibitors to build semi-permanent offices, complete with bars to properly greet their customers. It is easy to see why European exhibitors spend much more of their advertising pound, lira, mark, or franc on exhibits than their American counterparts.

Americans, just as understandably, like to keep their exhibits flexible and movable, to get the greatest use out of them as cultivators of sales prospects and goodwill, not in one place but in several.

However, when you participate in a foreign fair, the accepted local attitude—direct selling and order writing—must replace your customary American attitude that exhibits are primarily for contact and sales promotion.

Firms, such as ours, maintain offices and manufacturing facilities in many of countries of Europe and South America, just to be able to offer the American exhibitor at foreign fairs the best possible exhibit to reach the foreign mind successfully. Such facilities often provide the advantage of considerably lower labor and material costs abroad, so that exhibitors can afford to go into foreign fairs on an equal cost level with foreign competitors. In addition, they enable American exhibitors, while entering more foreign trade fairs, to give increased attention to novel and striking design and superior lighting effects.

What Europeans have learned about light much more thoroughly than we, is that it is not only illumination, but color—and that of a richness that paints and dyes can only emulate but never equal. Stemming from the practice of European theaters, which for 40 years have been forced by lack of funds to substitute lighting for solid scenery, European display artists have made a virtue of their former necessity. They have found ways to impart motion to a stationary object with clever use of light. They are able to impart a glow of enchantment to their subject with radiant colors mixing, blending, contrasting within the viewing area. They have discovered how to take advantage of absorbing or reflecting surfaces, and how to bring out the full beauty of color and texture of the newest display materials.

An example of this use of color is the illumination of the Arche de Triomphe at night during holidays when

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NOEL DANIELL, Manager

the play of red, white and blue lights provide a magnificent spectacle of vivid color. Another experience in the graphic use of colored light occurred at the Brussels Fair where many exhibits were considerably more effective at night than in the daytime because of colored lighting.

► Remember, of course, that color plays a far more important role in the life of the average European than in that of his American counterpart. The European spends more time at home. He has far fewer outside activities within his grasp. By nature then, he is more attentive to domestic decoration, more a lover of flowers, more the sort of man who will buy a good painting for his living room wall rather than a new washing machine, which is priced out of his reach anyway. His background and way of life make him far more sensitive to color and design.

He understands graphic arts, which in Europe are an international language surmounting barriers of differing tongues and cultures. He is more receptive to new concepts of color, motion and form, and in fact, will demand them of whatever is to hold his interest. With such an audience, it is understandable that the European designer is more daring and advanced than the American. But today, we are rapidly developing a similar audience with the same challenge and the same opportunity.

Leading European exhibit designers—Alberto Carboni of Milan and the British architectural designers James Gardner and Willy Rotter—have used daring architectural innovations of others. They have followed the directions indicated by Walter Gropius, dean of the "Bauhaus" school of architecture; Mies Van der Rohe, great proponent of contemporary "skin" style of architecture; Le Corbusier, leading exponent of free design in architecture (attempts to relate form more directly with subject matter); Mondrian, outstanding abstract artist; and Calder, American whose name is synonymous with "mobile".

As European designers have sought to use innovations of others, so today American designers have even more opportunity to do the same, because they are speaking to a better informed audience.

"Exhibition design in Europe follows the pattern of architectural conception which is nowadays international," is the opinion of Willy Rotter, in a letter to the author which points out that there is no longer any reason why the new trends should be confined to Europe.

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As to what the trends are, Rotter, who speaks with the voice of authority, points to the following:

- "In Pavilion design, the principle of separating the screening shell from structural elements has been abandoned" in favor of thin, self-supporting shells.
- There is a reaction against functional design, favoring "strong textures or grille work employing enamelled tiles or heavy, textured metal elements, to form backgrounds or screens."
- "Far-East architecture, mainly Japanese, has a strong but probably quickly passing influence . . ."
- "Public participation devices are . . . being largely superseded by animation in all forms."
- ". . . The black and white photographic enlargement . . . has been superseded by color transparencies and it can be predicted that these will gain further popularity."

Most of these trends have been introduced to American exhibitors by the best exhibit builders, and spearheaded by such American industrial design talents as Lester Beal, Becker and Becker, Will Burtin and Walter Dorwin Teague among others. We can hope for a new era of doubled and redoubled impact of our exhibition displays when the exhibitor objectively reviews his exhibit's goals and replaces threadbare philosophies with new and dynamic concepts . . . when he allows expert designers and exhibit builders to have a freer hand than in the past, in order to destroy the "sameness" in exhibit design that presently almost engulfs us on the American scene.

Level of public taste in America has already raised itself distinctly and appreciably. Our newspaper and

magazine advertising design proves this. We have every reason to expect our native public to be increasingly more receptive, like Europeans, to the best in exhibit and display design through a continuing interchange of learning.

In foreign markets, which are increasingly important to American exhibitors, advanced design is obligatory for success. These markets, in many fields, account for a major portion of American sales. Foreign relations, too, have become increasingly the key to our domestic prosperity, and even to our prospects of survival.

The skill with which we are able to speak to the other parts of the world has become, rightly, a matter of major concern. That is why, to communicate our message successfully, we are constantly learning and practicing every nuance of the international language of the eye.

Predictable future of American exhibits and displays indicates effectiveness far beyond anything we have yet known. Ultimate results will be to help spread to the far corners of the earth mutual understanding, appreciation and receptiveness to American ways and American products. ♦

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SHOW held by Charles A. Templeton, Inc., Waterbury, Conn., brings interested prospects. Here, some listen to district sales manager for Bassick Company.



SPECIALISTS on grinding from Norton Co. are hard at work in another booth.

Balm for Profit Pinch

Shows staged by industrial distributors help to fight dwindling profits. Offer six big advantages. Provide mass selling to match economy's mass production. Good promotion results in big attendance. Manufacturers go along with show plans—and profit.

By LOUIS H. BRENDL
Merchandising Manager, James Thomas Chirurg Co.

ANYTHING THAT CAN EXPAND the net profit figure for industrial distributors is bound to be popular.

Records for 1957—figures for 1958 are not yet available—show that the industrial distributor's average gross margin of profit was 22.92 and average total operating expenses was 19.78. After paying taxes on an average net operating profit of 3.16, average net profit after taxes was only 1.59.

Faced with this serious problem of steadily mounting selling costs and resultant dwindling net profits, distributors seem to have found in the show or clinic a partial solution.

Although this form of "mass selling" is by no means new, the open house or show has shown a marked increase in the frequency. It is being held by distributors who are constantly seeking an economic means of keeping abreast of their manufacturers' advances in mass production. Those sales executives interested in lowering their distribution costs may find the closer investigation of this current successful wave of "groupsell" through distributor shows worthwhile.

1. Assemble groups of prospects. Fundamental appeal of the distributor show is that it goes directly to the root of the problem. It slashes the cost of each individual sales call. It does this by drawing together in one convenient location large numbers of important customers and prospects.

How successful distributors can be to accomplish this is apparent from the 4,250 key industrial management, operating and purchasing people who attended three shows held by Moore-Handley at Mobile, Birmingham and Nashville. Or the 1,845 who came to see and hear the 31 exhibitors who compromised the show put on by Charles A. Templeton, Inc., in Waterbury, Conn.

With spread of distributor shows there appears to be a swing toward specialization. An indication of this is the two-day All-Abrasive Show held by Campbell Industrial Supply Co. in Seattle.

Probably the single appeal that influences most prospects to attend these shows is that of saving time. They see in such a clinic the same "one-stop-shopping" convenience that their wives like in supermarkets. These busy production and maintenance men of industry find the offer to get the latest information on products of between 25 and 100 manufacturers—all on one visit—almost irresistible. A high percentage attends—many of sufficient importance that they cannot be regularly seen by the distributors'

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provide many other services which contribute greatly to the overall effectiveness of your exhibit program.

We urge you to take advantage of these extra services. Plan your next exhibit early—preferably on the same day you sign up for the space.

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salesmen. For example: One New England distributor had 82% of the men invited visit his show.

Aggressive distributors do not leave to chance their getting a good turnout for manufacturers who participate in their shows. Prospects are invited by printed invitation, ads in newspapers (one New York State distributor used over four dozen newspapers), radio spots and telephone. In addition, prospects are encouraged to attend by promises of door prizes ranging from portable radios to free vacation trips to the West Indies. On top of this, it is not unusual for refreshments to be served and flowers to be provided for ladies. Result is that manufacturers can be sure that an abundance of good prospects will be delivered to these shows.

2. Assemble manufacturers' top talent: Sales execs of manufacturers find these convoys of several hundred prospects as appetizing as a war-time submarine commander. They've found no other way that they can talk to so many prospective buyers all in one building in such a short time. As a bonus, the sales manager gets a good opportunity to determine what kind of a job his own salesmen are doing as well as those of his distributor. With this info he is in a better position to take corrective steps if they seem necessary. And in those cases where the sales manager himself can't be present, he can be counted on to send top talent to take his place.

Here's what Moore-Handley had to say about its three-city show, mentioned earlier in this article:

"Never before have 200 manufacturers' executives and engineers given up three weeks to man booths for one distributor.

"Never before has one distributor moved a complete show of 100 booths and 12 truck-loads of equipment (Mobile to Birmingham) 300 miles in two days and a week later moved 200 miles (Birmingham to Nashville) in two more days."

By having such a profusion of top talent, the distributor is assured of impressive presentations of products all this top brass is interested in. In no other way could he assemble such a multi-ring sales circus in his community.

3. Assemble demonstration equipment: When distributors' shows have proven their ability to flush covies of prospects large enough to draw their manufacturers' top executive talent, it is not surprising that there is almost no limit to the size and quantity of demonstrating equipment (plus skilled demonstrators) that come for the ask-

ing. It is not difficult for a manufacturer to justify this unusual expense when he hungrily contemplates "sitting duck targets" of several hundred delivered prospects. As you would expect, he embraces this opportunity for mass demonstration by assigning his most able demonstrating personnel. This probably is about as close to the mass product demonstration of TV as most industrial manufacturers will ever get.

Certainly, it is the lowest cost per demonstration technique yet devised. Possibly not quite as personal as the traveling truck or bus loaded with demonstration equipment but many times as efficient. Mass demonstrations provide mass conviction that insures mass orders.

4. Provide mass education: Many distributors feel that these clinics afford a better and more practical means of mass education of their own personnel than either sales meetings or factory schools. This is not surprising for the talent - both sales and engineering - furnished by manufacturers to man the show is invariably better than that allotted to either distributor meetings or factory schools. What's more, product demonstrations and sales pitches are repeated over and over until distributors' personnel soaks them up even if they do not particularly apply themselves. Similarly, territorial field salesmen of manufacturers also get a concentrated dose of sales training from headquarters' executives and practice applying it right under the bosses' eyes.

We know of two manufacturers' salesmen who utilized this opportunity to develop some "sentences that sell." By having several hundred prospects pass their booth every day, they were able to try many different sentences until they discovered the sentence, which when addressed to passing prospects, brought the largest number in. It would be almost impossible to duplicate this feat on plant to plant calls due to the few calls that can be made in a day. Yet, this winning sentence was found to be equally effective in gaining a prospect's immediate attention when used on regular cold-turkey plant calls.

5. Impress prospects with all lines: Every distributor is constantly confronted with the difficult job of telling his customers and prospects that he represents from 20 to 100 manufacturers. True, he may print his own catalog, or if not, then he employs various means to distribute product literature furnished by his manufacturers. Whatever combination he may choose to follow, there is bound to

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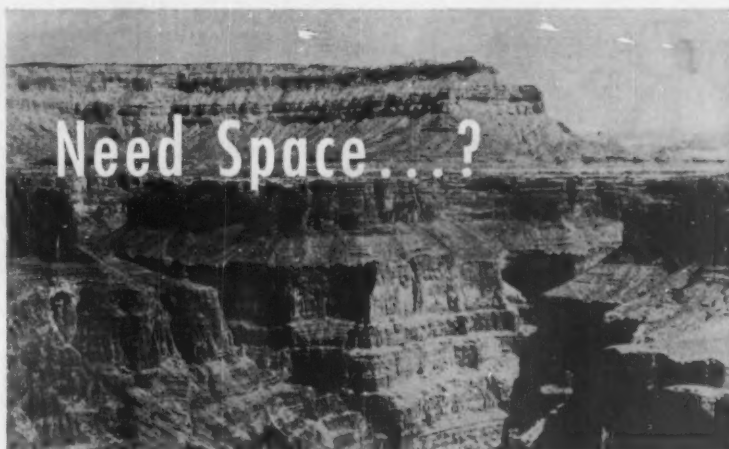
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be a large area of ignorance. It is indeed a good salesman who can successfully implant on his customers' minds the scores of lines his concern carries. Rare also is the customer who is sufficiently interested to carefully study a distributor's composite catalog or zealously preserve a sheaf of assorted product bulletins and brochures. Almost universal result is that seldom does a customer or prospect get beyond the point of saying, "Oh, do you handle those?"

Distributor shows are by no means a cure-all but they do accomplish a great deal by visually tying up a group of products with a specific distributor and his personnel.

6. Increases prestige in community: Because many of the displays, demonstrations and motion pictures shown at these shows are educational, the distributor's prestige in his entire community — particularly the industrial section — is appreciably enhanced.

Thoughtful distributors frequently increase their results in this direction by holding a special preview of their show to which are invited the press, radio and TV announcers and commentators, municipal, civic and educational leaders, families of employees and others whose opinions are valued. Senior students of technical schools as well as engineering societies and similar groups are also invited by distributors who are interested in building for the future.

From an employee relations standpoint, this increase in community prestige is reflected in greater "pride of company" on the part of present employees and greater eagerness to join the organization by non-employees.

James Thomas Chirurg Company, New York and Boston advertising agency, thinks so highly of the potentialities of participating in distributors shows that it includes such recommendations in its clients' advertising and merchandising plans. ♦

Look Who's Exhibiting Now!

EVER HEAR of a singer who has an exhibit booth at a fair? No wonder. It hasn't been done before. But Betty Johnson, recording artist for Atlantic Recording Corp., will try it this year.

She has contracted for booths at nine fairs from Colorado to Virginia, from Aug. 9 to Oct. 5. Object is to sell records.

Miss Johnson will give away autographed pictures of herself to draw crowds to her booth. She will sell single records plus her two LP's, "Betty Johnson," and "The Song You Heard When You Fell In Love."

Miss Johnson recently returned from a tour of Europe. She is a "regular" on the Jack Paar show and made her last appearance there on April 13. She appeared April 26 on the Roy Rogers Chevy show and will appear May 30 on the Perry Como show.

If the exhibit idea works, chances are that other entertainers will get into the act. Even if she doesn't break even sales-wise, she probably will get enough publicity to make it worth her while.



Betty Johnson

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MAY 15, 1959



THIS IS HOW United States Plywood Corp. shows beauty of wood species and vinyl coverings in its booth at Design Center.



THIS IS miniature setting, scaled 1 1/2 inches to a foot, to show adaptability of pieces by Aluminum Furniture by Sanford, Inc.

What Goes into Unmanned Exhibits?

Design Center for Interiors has discovered six elements that are necessary for any exhibit. Latest trend is away from institutional exhibits. Emphasis is now on educating consumer.

EXHIBITS in New York City's Design Center for Interiors represent a healthy departure from some common faults in trade show displays, according to Norman Ginsberg, DCI president. His analysis of the Center's presentation methods discloses a half dozen basic elements that deserve consideration when you plan any exhibit:

1. Attention getting must be an integral function of the whole display. Your tacking on an unrelated gimmick distracts viewers from the product and leaves them with a confused impression.

2. A wordless story works better than signs. Even two sentences seem to be too long or too small for passing

visitors to read. Large signs steal space that is better devoted to dramatic and graphic presentations, instantly comprehensible from the aisle.

3. Progressive stages in a display can build interest in logical sequence. Then when the viewer's attention has gradually been brought to the exhibit's focal point, he has, to a large extent, been presold.

4. Changes of pace within a large display keep audience interest high until everything has been seen. But variety in display material should be suited to an exhibit's size to avoid giving an impression of overcrowding.

5. Standing room should be planned as carefully as the placing of inani-

mate objects. Comfort and convenience make for receptivity whereas after-thought additions can make a visitor feel like a bull in a china shop.

6. Primary focus when you arrange an exhibit should be on impulse appeal in the display's over-all effect. Instead of letting arbitrary product and promotional elements dictate a display's appearance, DCI exhibitors consider every ingredient in planning the effect for which they are striving.

"Design Center's display approach gets the proverbial horse and cart in the right relationship," observes Arnold Morris, DCI sales director. "Too many sales and advertising departments dump an arbitrary number of unwieldy display elements into the lap of the promotion manager or

booth committee. Somehow they expect an arresting or at least a pleasing arrangement to emerge within the assigned footage.

"By contrast, our exhibitors — there are 219 of them — subordinate everything to the desired effect. At Design Center, aluminum chairs and tables, a canopied bed, concrete structural castings, bulky antiques, fabrics and wall coverings are all treated in an ingenious and mobile fashion.

"Although the Center's floor and ceilings are laid out in three-foot modules for convenient eye measurement, there is no arbitrary restriction on display areas. One booth—less than two feet by six feet—best suits the occupant's purpose (to emphasize the jewel-like qualities of a Helen Snyder lamp base and table top). This complete flexibility eliminates any excuse for an exhibit's ingredients being inadequate, uninteresting, vague, or otherwise unsuitable for presentation to the center's 15,000 weekly visitors."

In a three-foot deep space with 17 feet of aisle frontage, Aluminum Furniture by Sandfort, Inc., displays more than 100 pieces of aluminum furniture in high-fashion settings. How? Company presents its products on a scale of 1½ inches to the foot.

An audience-attracting feature was evolved from the view holes for "sidewalk superintendents" that many con-

struction companies cut out in excavation fences. Far from being a gimmick, this approach is fundamental to the whole Sandfort show.

A black wall, bearing white product messages, separates the miniature furniture settings from the aisle. At eye-level are five glass windows, each two-feet wide and a foot high. These look in upon five rooms of the same dimensions, ranging up to a couple of feet in depth. Arches, French doors, windows and other openings in the wall of these tiny rooms permit generous glimpses of 10 connecting rooms or outdoor living facilities not provided with their own "sidewalk" windows.

Most of these adjacent areas are behind or alongside the five main rooms. But in one instance the space below eye level is used. The "sidewalk" window looks into a classic upstairs hallway with aluminum-furnished rooms opening off it. A sweeping staircase descends to the hall below. By looking down the stairwell, the viewer can see into ground floor rooms as well.

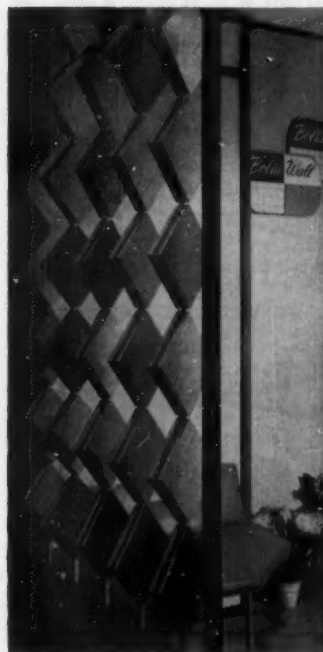
Except for brief explanations posted on the aisle wall, this wordless story speaks volumes about Aluminum Furniture by Sandfort. For example, its durability is illustrated by the furniture's use in one miniature home's rose garden. Another furniture setting is within reach of salt spray on the

sunny wharf of a seaside cottage.

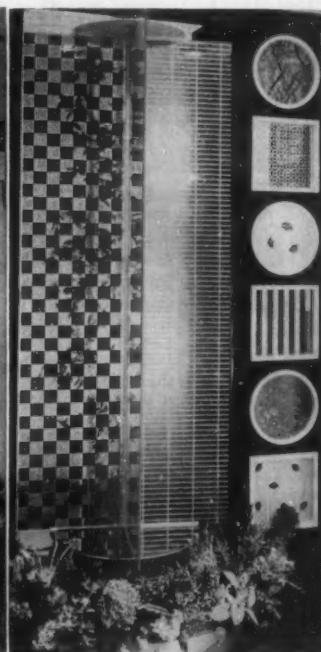
Miniaturization is used in an even more "plastic" way by another Design Center furniture exhibitor, H. Sacks & Sons, Brookline, Mass. Firm's eight-by-three-foot corner booth depicts a comfortable nook for study and writing, redolent with an atmosphere of panelling and massive carving. On shelves of a handsome bookcase, lighted shadow boxes are inserted among the books. These focus attention on models of many other beautifully carved pieces in the Sacks furniture line. Scale: two inches to a foot.

Another instance where the effort to attract attention helps to tell the product story instead of being merely a gimmick, is in the Center's R. Wallace & Sons, Tuttle Silver Division, display. On brilliantly lighted, clear glass shelves, are arrayed Tuttle flatware and holloware of all sizes. Temptation to pick up a salt shaker or other piece and examine it more closely is almost irresistible. But upon making the attempt, the visitor soon realizes that glue and fine wire permit him to touch any of the pieces but not to take them.

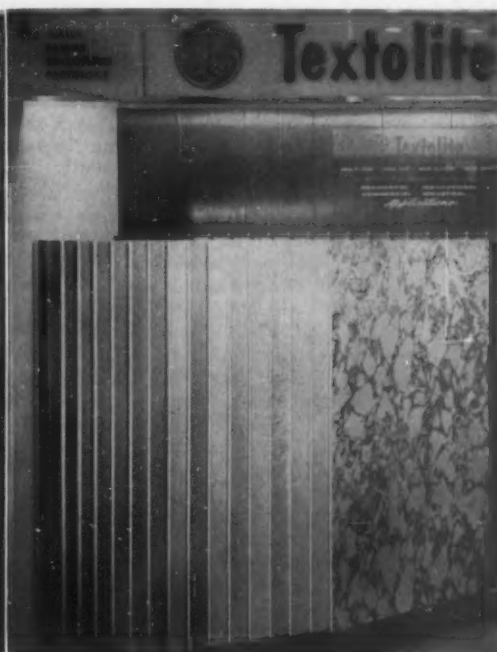
Jack Lenor Larson encourages the traditional thumb-and-finger examination of its decorator fabrics by stretching double folds of fabrics and laces from floor to ceiling. Contrasting materials, resembling six-inch-wide col-



DIVIDER uses diamond-shaped samples in General Tire booth.



REVOLVING "DOOR" shows glass samples of Dearborn Glass Co.



SWING PANELS, six feet tall, of Textolite in General Electric's booth is still another way to show samples.

umns, are set a couple of inches apart. They surround a brightly lighted, tropical plant. Arrangement stimulates visitors to think of draperies as already made up and hanging on a window or archway.

On special occasions, coinciding with seasonal changes, decorators conventions or rearrangement of a display, Design Center's exhibitors often conduct breakfasts or cocktail parties. They invite trade groups or editors. At such times booths are often manned. But generally, they are entrusted to the Center's guards and the staff or the DCI library and research center. Guards have taken it on themselves to supply simple additional services such as constantly reopening doors of the Steelman stereophonic hi-fi phono-radio console which admirers always respectfully close.

When a booth is not manned, it must be able to tell a story all by itself, continuously. New York Telephone Company's booth at Design Center meets this problem head on with a full array of colored telephones set to play recorded messages. When visitors accept a sign's invitation to lift a receiver they hear about the convenience and beauty of extension phones, "in color of course." Push-button and loudspeaker models describe their own particular virtues. An executive model on which there is no need to lift the receiver affords an outside line for visitors to try it themselves.

New York Telephone Company, Remington Rand Division of Sperry Rand Corp., and many other firms in the Center tie in with fellow exhibitors to provide equipment for functional roles and props in other displays.

With pixie-like disregard for realism, fireplace is stacked upon fireplace by Edwin Jackson Co., creator of high-fashion pictorial tile work and matching fireplace accessories. Carpets, too, are brought to eye level by Cullistan's use of stepped circular tables, carpeted over and highlighted by door stoppers and other art objects that one might expect to find on the floor. Try-it-yourself, action installations at Design Center range from the elaborate telephone company installation to the seemingly empty six-by-three-foot booth of Timbertone Wall Coverings, Inc. A sign invites guests to step inside to feel the deeply textured papers with which the walls and ceiling are covered.

Hard-to-manage decorative castings and slabs of art concrete, stone and tile are mounted on free-rolling, pull-out panels in two racks of Murals, Inc., products. Unlike most installations of this kind, individual panels

are spaced a foot apart so that prospects can hunt for the items they want to examine closely without pulling out every panel.

In front of a garden mural, Glass-Wich Division, Dearborn Glass Co., has set up a revolving door composed of samples of its decorator glass, screened in black, gold and other colors. When a visitor revolves this novel sample rack, lights flash off and on to emphasize particular designs and a glass panel bears a simple product message.

Other variations on the conventional sample rack include General Electric Company's six-foot-high swinging panels of Textolite. Anyone considering new kitchen or bathroom walls can readily flip the "pages" and step right inside the immense "sample book" to visualize what it would be like to live with a particular pattern.

General Tire and Rubber Company's booth boasts a room divider of diamond-shaped samples of its Bolta-Wall, Bolta-Floor and Bolta-Top materials. "Strung" on vertical pipes, these samples may be turned to suit the viewers' convenience. A neat stack of the firm's bright yellow, black and red shipping cases boosts product recognition and shows visitors what to look for in hardware stores or builders' outlets.

Flexwood Division, U. S. Plywood Co., demonstrates its vast range of available colors with numerous flip-racks of samples in playing-card size. Floor-covering samples of Amtico Division, American Biltrite Rubber Co., are affixed to six-foot-high, three-sided boxes revolving on floor-to-ceiling pipes.

After six months of operation, Design Center executives have noticed an important shift in policy by a number of exhibitors. Originally, their displays were of an institutional nature and for prestige reasons the corporate name was highlighted more than products. But one by one, these firms have changed over to an educational emphasis centering on their product lines.

Veteran pace-setters in creation of educational displays and educational literature have been flooring firms of Congoleum-Nairn and Stylon; Burlington Mills; Nevamar Carefree Kitchens and Carole Stupell Exclusives. Latter's display of true-to-life Duma Fiori blooms of polyethylene affords object lessons in the creation of both small and large flower arrangements.

Visitors are constantly reminded of the impressive executive office display furnished with Remington Rand's modular units as they encounter additional Remington Rand installations about the center. Castleton China



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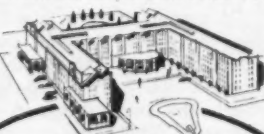
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Co. makes extensive use of shallow "Rem Rand" file drawers to display a dinner plate from each of its many lines. Each plate is firmly glued into a drawer of its own where it reposes on a place cover of complementary hue.

► Manufacturers of furniture materials rather than finished products are also represented in the center. To appeal to consumers, decorators, architects and home builders who constitute most of the visitors, Upholstery Leather Group offers display space to a steady succession of furniture manufacturers who upholster their products in leather. As makers of wooden, aluminum, stuffed and other types of chairs take their turns, each is accorded a press breakfast by the

exhibitor association.

High display standards are rigidly enforced by Design Center. Booths must be representative of the best trends in interior design and must in no way be open to criticism for being over-commercial. In cooperation with Norman Ginsberg, DCI president, and Arnold Morris, executive director, veteran display specialist Tom Lee passes on all exhibits. Although he was architect of the building and designer of its central panorama display, Lee is not content to rule on the many aesthetic and policy matters that arise without the assistance of an independent advisory council. Members of the advisory council include: Wil- lela de Campi, Dorothy Draper, Mel- anie Kahane, Louis Goodenough and Raymond Loewy. ♦

First Book on Exhibiting

FIRST BOOK written in United States about exhibiting at trade and industrial shows is off press. It's Rudolph Lang's "Win, Place and Show." (Oceana Publications, \$7.50)

Rudy Lang, managing director of exhibits, Office Equipment Manufacturers, is at his best when he gives actual case histories. For instance, he tells about an audience participation stunt that worked well:

"A manufacturer of check-signing equipment staged a contest asking participants to sign their names manually while the machine signed checks automatically. When they finished, the machine also stopped. They were given an opportunity to estimate the number of checks the machine signed while they had been signing their names manually. This figure comparison brought the speed advantage point home forcefully and resulted in a very successful sales and publicity-worthy attraction."

It is a shame that Lang didn't include more case histories from his experience. He used them sparingly.

Some of his definitions may not agree with those you might use, and you could take issue with some of his statements. But you can't accuse Lang of parroting anybody. This book is all Rudy's.

Of particular interest is a discussion of traffic flow at a show. The 24-page appendix offers some excellent check lists and the bibliography lists hundreds of magazine articles on exhibiting (more than half from Sales Meetings).



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Danny Amico, Vice President and Director of Sales, backed by highly qualified staff, is on hand day and night to attend to all your convention requirements. For help in planning your next convention, phone, wire or write Danny.



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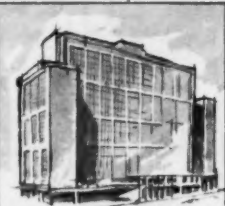
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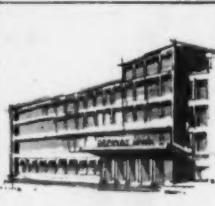
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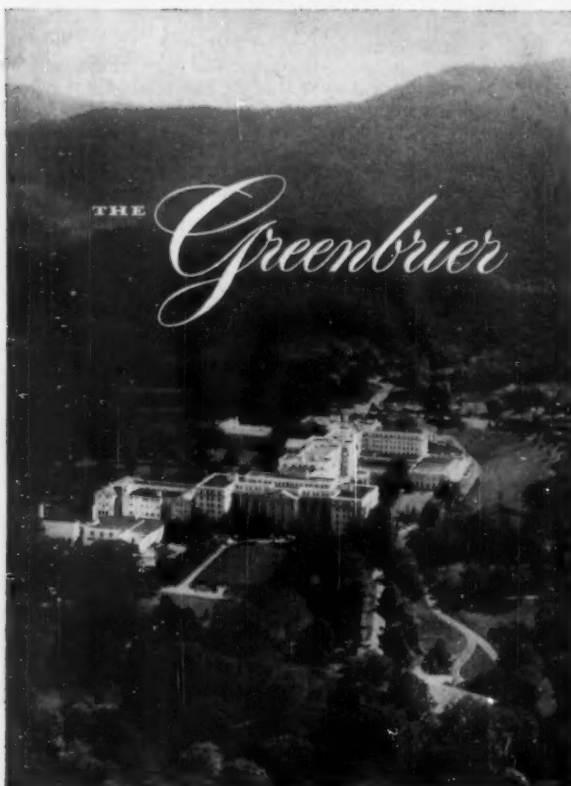
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By J. K. POFF
Sales Manager, Pyramid Electric Company

I'M THE ORDINARY exhibitor. From what I've heard about exhibitors in trade shows, I'm the average guy—a 10-foot exhibit in about three shows a year.

Being an average guy doesn't bother me. After all, it was a lot of average guys at Bataan, Anzio and Okinawa that helped preserve the world we live in today. I'm proud of them, and I'm proud to be average.

Now to get back to my company's exhibit program. We go into three trade shows a year as I said. Our product? Capacitors, new, modern, exciting as hi-fi, or automation, or Brigitte Bardot.

This year we had a new development—new even for our modern prod-

uct. We wanted to talk about it in our exhibit program. Just presenting it wasn't enough—we had to talk about it personally to our prospects. It wasn't the sort of thing you could hang on a peg board, put a caption under it and say, "This is it!"

We had to do more than that. We had to tell people about it in detail—it represented such a radical departure in its field. Only way to do it was on a person-to-person basis, with people who knew the field. Only they could appreciate its qualities. So our problem was to get these people into our booth—a 10-foot booth, remember.

At this point we called in our exhibit builder, Lewis Barry, Inc. Our arrangement with this company, I

have discovered, is almost as unique as the product we wanted to talk about. Some years ago a representative came to see us with a startling proposal. Startling to us, that is, because we'd never been approached on that basis before. Here briefly was the pitch:

"We don't want to sell you an exhibit. We'll build one for you to suit your needs and tell your story. We'll install and dismantle it at each show, and store it between shows. Meanwhile, we'll make whatever adaptations are necessary to fit the particular market each show is exploiting, so we can keep the exhibit alive and productive. We'll keep the show on the road for you. All you have to do is feed us the latest information.

"At the show you walk in to a completely set up booth. When the show is over you walk away; go fishing, do anything you like, but you don't have to be bothered with any of the nerve-wracking details of taking care of your exhibit, because it isn't yours. You won't own it. You'll never need to own an exhibit again; yet you can have a practically new booth every year."

"This is going to cost us a fortune," I said. "Our budget won't allow it."

"But we do all this within your budget," the man said, and proceeded to prove it. When he came up with the cost figures, we did a double-take, they sounded so low. I still thought it was impossible, but he proved that by his company's method of doing business with a client on a year-round basis, it was not only possible but logical. And each year confirms the logic of this method.

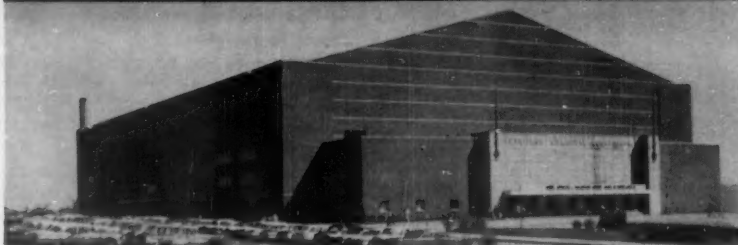
► This year the Institute of Radio Engineers Show offered a particularly challenging test. As I said, we wanted to introduce a new product but felt it was not the sort of thing you could nail to the backwall of your exhibit and trust to luck that it would get itself sold.

We had to talk to a lot of people about this new development. We had to arouse their curiosity, pique their interest, and it could only be done in an atmosphere of friendly, intimate conversation. Then if we could create enough interest to carry the conversation further, an invitation to our hospitality suite would open still another road toward clinching the sale.

But remember, we had only 10 feet of space in our booth to work with. Here is where the ingenuity of our exhibit builder came into play. He decided since we couldn't compete for attention with the larger, costlier booths anyway, why not deliberately play ours down. Play it cool, Relaxed.

We were skeptical. "Play it down?"

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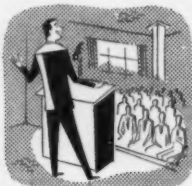
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outstanding facilities. Large or
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Meetings to 500; banquets to 350.

Doric MAYFLOWER

Meetings to 300; banquets to 200.

Bellingham, Wash.

Doric BELLINGHAM

Banquet, meetings to 350; catering
to 1000. Adj. theater seats 1700.

OAKLAND

Doric LEAMINGTON

Meetings to 1000; banquets 400.

SANTA BARBARA

Doric MAR MONTE

Meetings to 400; banquets to 350.
On the sea. Pool, sports.

PALM SPRINGS! Now—outstand-
ing for incentive program winners—
the desert's most lavish luxury resort:

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Small meeting facilities and excellent
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MAJOR NATIONAL CREDIT CARDS ACCEPTED



THE Tabern

CORPORATION
EXHIBIT SHOW DIVISION

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Richmond 9-1091

Relax?" We had a big investment in booth space, sales personnel, accessories; to say nothing of the research and development involved in the product itself. How could we relax?

But he was persuasive. "Take a lesson from Perry Como. He made a fortune out of relaxing."

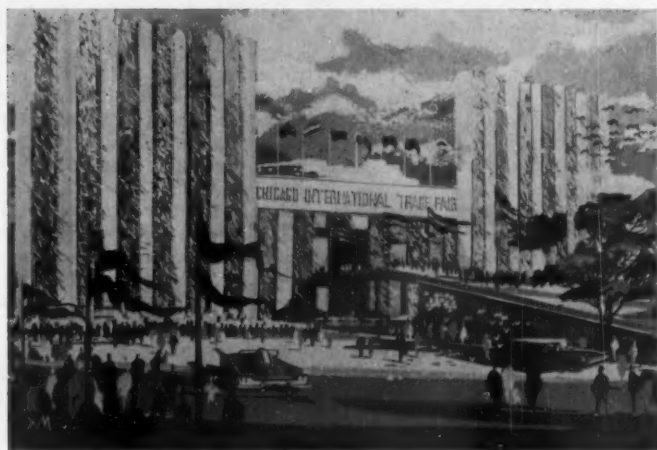
We decided to give it a try. It was beginning to sound intriguing. Besides, it was getting pretty close to show time, and we had to have a booth. This show was too important for us to pass up. So we went ahead, and gave our exhibit builder full rein.

Now take a look at our exhibit (see cut). What do you see? Can-can dancers. Prospectors. Soft lights. Cozy relaxed atmosphere. Lots of relaxed atmosphere.

"But did it sell capacitors?" you'll ask. Did it sell capacitors! We aroused more interest, told our story to more live prospects, got more bona fide inquiries, and staked out more solid future sales than we ever did at a show before. Does that answer your question?

That's why we're proud of this exhibit. It proved that the average 10-foot exhibitor could compete on favorable terms with the larger exhibitor. Compete, that is, if he used his own space to best advantage. And here, I learned, is where you should depend on your exhibit builder. He has the know-how and experience to produce the best possible results for you, provided you give him free rein. I know my exhibit builder can. I guess I'm pretty proud of him, too. ♦

Navy Pier Dressed Up for Fair



ARTIST'S SKETCH of Navy Pier as it will appear for Chicago International Trade Fair, July 2-18. Exhibit area has been laid out for 167,000 sq. ft. of exhibits. About 800,000 visitors are expected to view foreign products on display. Princess Irene, new \$5-million Dutch passenger-cargo vessel will dock at the pier and serve as hospitality center for exhibitors and buyers. To Join Club Internationale and use ship facilities: \$50 membership fee.

*An ideal
setting for
conferences of
25 to 100
persons*



Completely Air-Conditioned
all guest rooms, restaurants
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Conveniently Located
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For information, write or call Sam Stewart,
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**PRINCETON
INN**

Princeton, N. J.

An Advertising Agency Looks at Trade Shows

This agency goes to trade shows to learn more about client's industry, to cement relations with trade press, to arrange for stories, to get facts on client's competition. It also takes part in exhibit plans to integrate them into full year's ad program.

By JOHN PHILIP and ALLAN TREMPER
Vice Presidents, Jones & Taylor, Inc.

SWINGING AROUND the periphery of advertising's core is that oft-visited and much-maligned sales satellite, the trade show. It is a big and busy sphere, populated in varying degrees by a curious mixture of high living, big expense accounts, even bigger hangovers, genial camaraderie, and — surprisingly often — down-to-earth business. Which of these will be the governing force at any given time is a worrisome problem that has plagued exhibitors, exhibit managers and trade association secretaries ever since trade shows were incubated.

Convention exhibition divides itself generally into two broad areas — those who come to show, and those who come to be shown. There is a much smaller fringe element who come to live off the latter group, but we shall discuss this phenomenon later. Rounding out the trade show potpourri are the observers — among them agencies and trade press.

An advertising agency finds itself in a peculiar position with respect to these events. Assuming it has a respectable number of clients in widely diverse fields, the agency finds trade shows looming large on the horizon all year round. How to be selective, how to determine whether to attend one show and pass up another is a very real problem. Many agencies, like many manufacturers, attend too many trade shows purely out of a

sense of imagined obligation. It's a passive and lackadaisical point of view that benefits neither.

As a rule, every industry stages one major association show during the year. These we try to attend, passing by the smaller, regional shows that seem to crop up perpetually. A well organized major trade show offers the conscientious agency account man an excellent opportunity to capitalize on a high concentration of his client's entire industry.

For example, what better chance to see competitive products, competitive literature, competitive claims? We have found that most exhibitors are extremely cordial and open-handed with their exhibit material, even though they are aware that we are talking to them only in the interests of our client. Many of them, in fact, have even volunteered to put us on mailing lists for future material, a cooperative industry attitude that we heartily encourage.

A show also affords us an opportunity to cement our relations with the trade press, to make arrangements for publication of news stories. Oftentimes, too, trade magazine people have constructive observations to make about the design and distribution of new products which are making their first exhibit test.

In the same vein, we have found that our own contacts, both with the

press and with manufacturers' representatives who swarm these shows, have led to new and valuable distribution channels. For example, such a liaison at a show three years ago enabled us to put our client in touch with a distributor who today accounts for a very handsome percentage of the company's total national volume.

To be informed, and to do the most enlightened job of advertising possible, it is our belief that an agency should participate in the affairs of its client's business to the fullest extent possible. And it is here that the trade show presents another plane of entry. Because business meetings at these affairs are extremely vertical, and problems discussed are pertinent specifically to the client's problems, they give the agency man a ground-floor look at the innermost workings of the client's industry. Speakers generally are informed and authoritative. If we are selective, we find that time spent at trade show business meetings is indeed time well spent.

► Now, how about the advertising agency itself? Here's what we do. First of all, we participate actively in the design of the client's exhibit, and development of any specific material he will be using in the exhibit. We try to key these things to the client's advertising theme, to give them some family resemblance, some continuity with what has gone before.

If, for example, use of a particular professional model has been a characteristic of an advertising campaign, we find it makes good sense to have the same model in attendance at the client's booth. Standard campaign slogans become standard exhibit slogans. Advertising logotypes are trade show logotypes. In other words, we feel that the trade show should become as much a unity with the entire advertising program as advertisements themselves, literature, packaging and any other merchandising element in the entire campaign.

We have absolutely no bone to pick with hospitality suites. We do, however, temper our view of these free-flowing phenomena with one very strong proviso — and that is, that they be operated by exhibitors only. There is a growing, and we think unfortunate tendency toward abuse in this area. At practically any major convention, hotels are clogged with hospitality suites operated by non-exhibiting companies. They are, in effect, permitting exhibitors to pick up the tab for staging the exhibit, while they go about skimming off prime prospects for their own ends.

There are, we realize, exceptions,

THE BIG NEW

Carillon

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**Hold your convention
without any fuss
...just leave the details to us!**

with a staff of full-time convention experts
to leave you as free as your delegates!

A convention is a confusion of small details
that needs a highly experienced staff
to organize it. Make your next convention
smooth, pleasurable. Relax in our
sunshine . . . have fun. We'll do the work!

Mr. Sales Manager:

Special for you—write now for the Carillon Incentive Plan . . .
a complete service from kick-off to pay-off!

For brochure giving complete details, write
Harry B. Esky, Exec. Dir. Sales

Herbert H. Robins, Executive Director

CONVENTION FACILITIES

- Nine meeting rooms with capacities from 75 to 1500
- Sixteen conference rooms with capacities from 10 to 50
- Eight dining areas with capacities from 40 to 1000
- Our own night club with large theatrical stage and lighting
for full scale productions
- Exhibit area—18,000 sq. ft.
- Booth area—116 booths (8' x 10')
- Closed circuit TV in every room
- Complete audio and visual equipment
- Sound and slide projectors, 16mm and 35mm
- Lights, props, comparable to average theater
- Print shop, carpenter shop, paint shop
- Full-time engineer attends all meetings
- Technicians and stage hands

GUEST FACILITIES

- 620 elegant rooms with private bath
- 21" screen TV and radio in every room
- 1000 feet of private beach front
- Olympic size swimming pool and huge sun deck
- Sports of all sorts
- Parking facilities for 620 cars on premises
- Lavish entertainment and dancing every night
in our beautiful Club Siam
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For a Ballroom or a Small Room...



Grand Ballroom offers magnificent setting for meetings or receptions for 2000, sit-down dinners for 1500. 22 foot ceiling is ideal for convention displays.



Eleven other private rooms accommodate from 20 to 600, offer facilities tailored to your needs. Visual and audio equipment, including large screen closed-circuit TV, can be used.

Complete Convention Facilities

New outside hoist (5000 lb. cap.) lifts giant displays and equipment directly to convention rooms from parking lot. Other features: complete catering...3 superb restaurants...lounges...studio rooms, suites, luxury bedrooms...free radio & TV...air conditioned throughout!



SHERATON TOWERS

New 25-Story Addition Ready Mid-Summer '90 - increasing capacity to 1100 air conditioned rooms.

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why

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Have You Considered PRINCETON, NEW JERSEY?

The Nassau Inn, just 45 miles from New York or Philadelphia, has long made a specialty of conferences, group meetings and training programs.

An ever increasing number of prominent organizations are selecting the Nassau Inn for group meetings of from 10 to 200—and with good reason—

- ✓ Princeton provides a tranquil atmosphere conducive to concentration on the problems at hand—
- ✓ The Nassau Inn's location, directly opposite Princeton University's Campus, contributes immeasurably to its relaxing, restful, setting.
- ✓ The proximity to many of the nation's leading research organizations provides ready reference to sources of problem solutions.
- ✓ Our proficient staff, and rapidly convertible function rooms, assure smooth, trouble free service and facilities for every type of conference.

The advantages of holding your next meeting at the Nassau Inn are clearly illustrated in our Conference Check List and Brochure—send for your free copy today.

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- 800 luxurious rooms and suites.
- 14 meeting rooms for 25 to 500
- Adequate display space.
- Three great banquet halls.
- Impeccable service.
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Let us place these superb convention facilities at your disposal. Phone Detroit, WOODward 2-2300. Teletype Number DE-1062

LANSON M. BOYER
Gen. Mgr.

Hotel



DETROIT LELAND

CASS AT BAGLEY DETROIT-26, MICH

so we don't wish to imply any across the board condemnation. Some potential exhibitors simply cannot get into a show. Or their products don't readily lend themselves to exhibit. In such cases, we do not feel that a manufacturer can rightfully be criticized for maintaining a hospitality suite, but still, such cases are in the extreme minority.

Unquestionably, there is no pat solution for this situation. It is undoubtedly impossible to legislate successfully against the problem, but we feel that organizations that sponsor trade shows would do themselves and their members a great service to discourage attendance at non-exhibitor bourbon klatsches.

And while we're looking on the dark side, let's take a shot at trade associations themselves. While it's not a universal fact, of course, we've found many associations which are just plain damn selfish. They go to great lengths to promote the sale of exhibit space, to secure reservations, to peddle tickets to this, that and the other, but once the reservation has been secured, the exhibitor is the forgotten man.

We feel that every association has an obligation to promote attendance at exhibits, both through trade advertising and advance mailings to prospective visitors. Trade show exhibits are, in fact, a vast clearing house for introduction of new ideas, new methods, and new products, and should be promoted as such to those in attendance.

Smaller associations, we feel, would do well to employ an advertising agency to handle details of advance promotion. We've no doubt that dividends in increased attendance, increased interest, and exhibitor participation would far outweigh the necessary investment.

At many shows, business meetings are scheduled in direct competition with exhibit hours. This fact not only cripples attendance at the show, but it deprives many exhibitors of the chance to attend meetings that they should and could profitably attend. We realize, naturally, that at any show there is only a limited time to do many things. But we do believe that show visiting hours should be materially reduced to avoid this conflict.

Finally, we attend trade shows to see, to learn, to participate, to help our client sell, and to come away with something that we can use to do a better advertising job. We deplore the tendency of some agencies that use trade shows exclusively as a vehicle to show the client a good time. ♦

A Declaration of INN-DEPENDENCE



*An alliance of independently-managed hotels
where innkeeping is still in keeping*

The real difference in hotels is in the way people are treated. An independently-managed hotel caters to *individual* requirements. All Distinguished Hotels are dedicated to the conviction that hospitality cannot be mass-produced.

ONE CALL DOES IT ALL!

For complete information about the unique meeting and convention facilities at any Distinguished Hotel, inquire at any of the hotels or service offices listed.

DISTINGUISHED HOTELS NATIONAL CONVENTION NETWORK

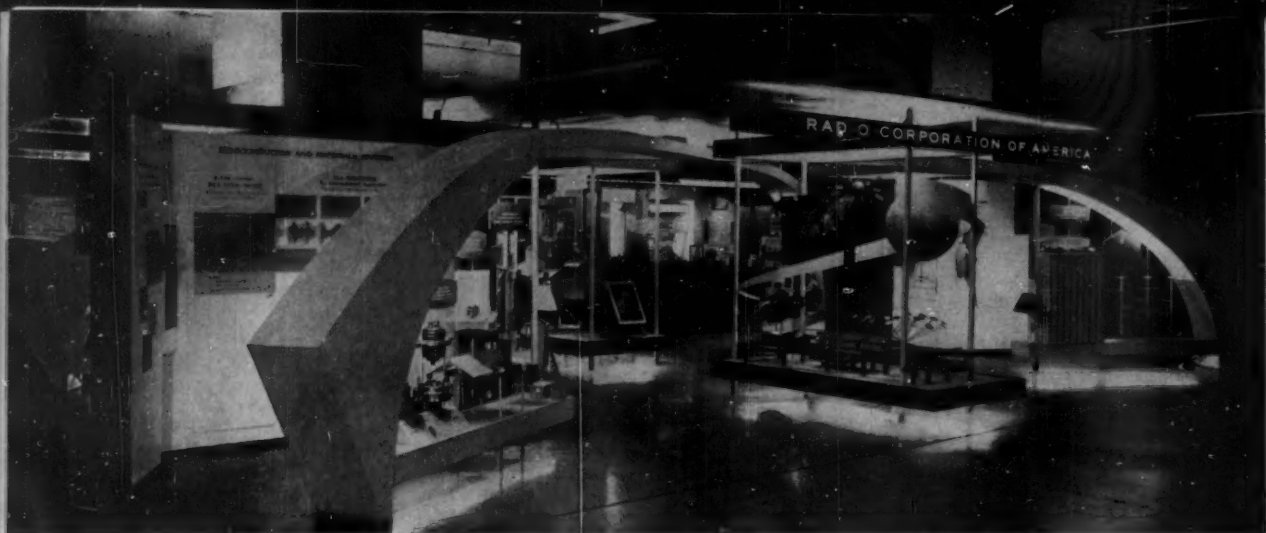
NEW YORK Biltmore, Barclay; **ATLANTIC CITY** Chalfonte-Haddon Hall; **PHILADELPHIA** Bellevue Stratford; **BALTIMORE** Lord Baltimore; **PITTSBURGH** Carlton House; **DETROIT** Park Shelton; **CHICAGO** Drake; **ST. LOUIS** Chase-Park Plaza; **DALLAS** Adolphus; **OKLAHOMA CITY** Skirvin; **SALT LAKE CITY** Utah; **SAN FRANCISCO** Mark Hopkins; **LOS ANGELES** Ambassador.

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RESULT of three-year evolution, RCA exhibit presents bold, modern sweep in its design.

RCA No Longer Conventional

Three years ago, RCA took a look at its exhibits and found they did not reflect the company's progress, ideas and dreams. Over next three years, new image evolved. Today, RCA exhibits show a new modern "look"—use of cubic content of exhibit area helps.

By JAMES J. PHILLIPS

Administrator, Shows & Exhibits, Radio Corporation of America

A TRADE SHOW EXHIBIT should enable a company to directly com-

municate its ideas, progress and even dreams to a specific public. Three

years ago, we felt that the RCA exhibits were falling short of this purpose; they did not possess the impact we felt they could.

We were anxious to give RCA exhibits a new, streamline "look" more in keeping with the tremendous advances we felt our company was achieving in electronics research and manufacture.

For years, RCA had been using a conventional, catalog type of display built to house various products and parts of the company. Pegboards and shelves were among the methods used for this purpose.



PANELS from 1957 exhibit, right, and 1958 exhibit, left, are re-used after opening at IRE Show.



Today's best sales conventions "come to order" overseas

ANY CONVENTION that goes overseas with Pan American gets off to a flying start in more ways than one. The world's most experienced airline can show you how to stage your next convention in Bermuda, Puerto Rico, Hawaii (or even Europe via Jet Clipper*!)—at only a fraction of the cost you'd expect. If none of these locations exactly suits you, there are dozens more to choose from.

Not only is an overseas convention a great morale booster, but it will also give your company added prestige. Pan Am will also arrange Travel-Incen-

tive Programs to suit your exact needs.

Both of these, the Overseas Conventions and the Travel-Incentive Programs have proven records of success.

A Pan Am representative will gladly help you plan from the start—even show full-length sound and color movies of places on your route. Your final low package rate includes supervision of every detail—hotels, tips, insurance and extras like golf and fishing. Get full information now. Contact Henry Beardsley, Pan American, Box 1790, New York 17, N.Y.

*Trade-Mark, Reg. U. S. Pat. Off.



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WORLD'S MOST EXPERIENCED AIRLINE

MAY 15, 1959

81

For Successful Meetings TWO GREAT HOTELS ON TIMES SQUARE

Now under one management, the famous Hotel Astor and New York's newest, Hotel Manhattan, offer the most flexible meeting facilities in this capital city of conventionland. Each is fully equipped—and teamed up as a combined convention headquarters,

they offer facilities unmatched anywhere. Air conditioning, superb staffs, comfortable guest rooms, modern equipment, fine restaurants, and ideal location, combine to make the Astor and the Manhattan wonderful choices for your next meeting.

HOTEL MANHATTAN

44th to 45th Sts. at Eighth Ave.
JUdson 2-0300

New York's newest hotel. 10 luxurious meeting rooms for 10 to 500 people. 1400 air conditioned rooms, each with radio and TV. Excellent garage facilities.



HOTEL ASTOR

44th to 45th Sts. on Broadway
JUdson 6-3000

21 meeting rooms, for 15 to 3000 people. Includes the largest ballroom in New York. 750 air conditioned rooms, each with radio and television.

HOTEL

ASTOR

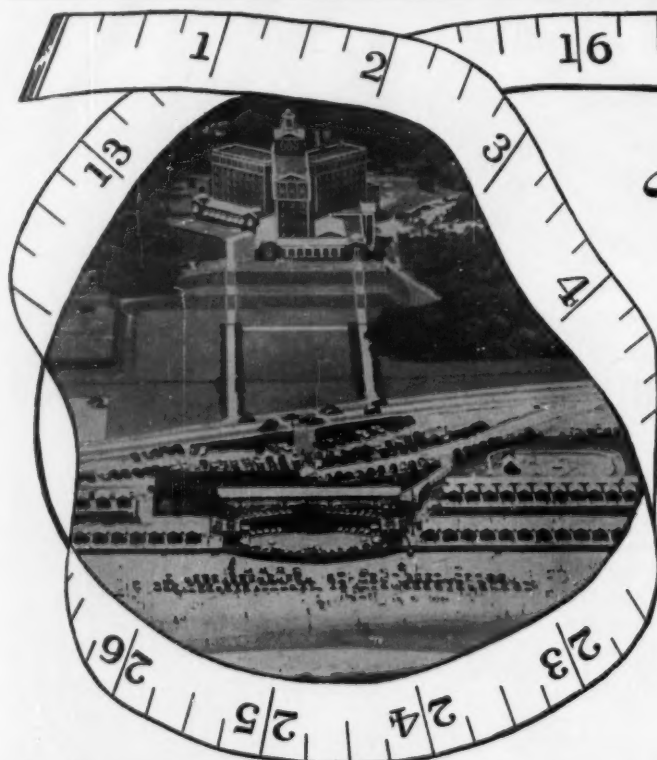


HOTEL

MANHATTAN

NEW YORK

ZECKENDORF HOTELS • FRANK W. KRIDEL • EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER



Tailored to your group

The Cavalier is "made to order" for groups up to 350 under one roof. Since yours will be the only convention in the hotel your convention receives the full personalized attention of our entire staff and every phase of our complete convention and recreational facilities. You'll find The Cavalier a perfect fit in every way—Write for convention brochure and incentive plan rates.

Sidney Banks, President
Gordon Shoemaker, Managing Director
R. E. Derring, Sales Promotion Manager

- YACHT & COUNTRY CLUB • 3 POOLS •
- BEACH AND CABANA CLUB •

THE Cavalier VIRGINIA BEACH, VIRGINIA

Since an exhibit usually commands immediate recognition for a company, and is as personal as a logo or trademark, we had to initiate changes by degrees and extend them over a considerable period of time.

Working with Tom Byrne, Structural Display Company, Long Island City, N. Y., we set up a long-range program for RCA in which we could meet this exciting challenge without straining our budget or resources.

First real step in this direction was in the design of the 1957 exhibit at Institute of Radio Engineers Show. IRE Show is our largest and most important exhibit of the year. It might almost be called institutional since the unit depicts the RCA corporate image. In this show, several RCA divisions pool resources and exhibit together.

The administrator, shows and exhibits, at RCA is responsible for planning and producing the entire exhibit and integrating various divisions so that the total effect establishes a single identity.

Our requirements dictated an island type exhibit in this eight-booth area. This space, which was to be ours for three succeeding years, had many limitations. Two thick pillars were at either end of the 40-foot-long space. Moreover, show management, because of the size of the exhibit area, specified a five-foot aisle down the center of the location.

Structural Display built around the two interfering columns. It used this enclosed space for service areas for the working demonstrations set into the newly made walls. Designers transformed another liability into an asset by making the five-foot aisle part of a pre-determined traffic pattern for the exhibit.

Figures, to symbolize use of electronics in entertainment and industrial fields, were molded in bas-relief in originals and sculpture with super-imposed wire designs. This abstract modern type design was a striking departure from conventional trade show exhibits.

An unusual rotunda design divided the area into five distinct parts for coordinating divisions and stressed audience participation wherever possible.

Hearty approval of RCA, combined with the heavy traffic this exhibit drew, convinced us that we were on the right track.

Following year's IRE exhibit followed the same pattern. It was a modern, island display with the light, airy look we were striving for.

We were ready, when this year's IRE Show rolled around, to "go the limit" and make this year's display the culmination of everything we had



the "seat"
of your next
convention...

Bringing them in from out of town? Solve your transportation problems by putting yourself in the hands of Capital Airlines' Delegate Service.

Not only will Capital whisk your delegates to their destination on a jet-prop Viscount. In addition, a Capital travel expert will help you with ground transportation, hotel accommodations, even entertainment.

How about the cost? Often less than train transportation, and you save up to 80% in time! If you convene in almost any major city of the East, Midwest or South, call Capital...do it now!



CONVENTION HEADQUARTERS OF MIAMI BEACH



Sans Souci Versailles

ON THE OCEAN AT 31st TO 32nd ST. ON THE OCEAN AT 34th ST.

Located in the Heart of Miami Beach — the PERFECT PAIR! Specialists in service location, personalized attention and close group coordination... minutes to new Exhibition Hall and Auditorium... more than 38,239 square feet of meeting and exhibition space... accommodating more than 3,250 persons! The ultimate in luxury and facilities!

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WRITE, WIRE, PHONE
LEE CYGIELMAN, Sales Director
c/o the VERSAILLES, Miami Beach




The Flanders

A Complete Resort • Ocean City N. J.

If you are looking for a quiet spot—away from distractions—where conventions are really pampered—look no further. Located on the ocean nearby to New York or Philadelphia, you'll find every facility you need—handled by a staff that goes out of their way to please. We even meet your delegates at the train or plane if you wish.

And speaking of facilities, we have everything to make your leisure hours pleasant; from nearby golf, swimming, tennis or just plain lounging around.

You'll get so much more accomplished at the Flanders and enjoy doing it, too!

For details write: Mark D. Turner, Managing Director

OPEN ALL YEAR

250 ROOMS
WITH BATHS

7 MEETING
ROOMS
SEATING 50 TO 450

135 MILES FROM
NEW YORK
60 MILES FROM
PHILADELPHIA



Convention perfect



IDEAL LOCATION: 3000 acres in colorful Allegheny mountains, convenient to train, plane, bus or car to Bedford exit, Pennsylvania Turnpike.

SUPERB FACILITIES: equipped and staffed for groups of 25 to 550. Championship golf course, in-and-outdoor swimming pools, private lake, all sports. Complete bar and beverage service.

SPECIAL CONVENTION RATES: throughout season April 15 to Nov. 15. Write, wire or phone (Bedford 500)

Bedford Springs

HOTEL

Bedford, Pennsylvania
E. Harris Knight, Sales Manager

NOTHING LIKE

THE *Lido* . . .

ANYWHERE

America's finest and most modern summer resort hotel

- One hour from Manhattan
- One mile of private beach
- World famous championship 18 hole golf course
- Six fast clay tennis courts
- Huge indoor and outdoor swimming pools
- Magnificent meeting rooms with push button sliding roof and sliding stage
- Luxurious accommodations for 600 persons

For Complete Information
Address

MAURICE PFURSICH
SALES MANAGER

THE LIDO, LIDO BEACH
LONG ISLAND, N. Y.
PHONE N.Y.C. REGENT 4-7000

been endeavoring to accomplish. This ambition seemed particularly apt in view of RCA's electronic discoveries on view for the first time at the show.

Structural Display designers produced an exciting looking exhibit with almost a world's fair look about it. Construction was kept open and inviting. Most important of all, the designers made complete use of the cubic area. We used three times as much copy and more than double the equipment than in any previous area the same size, and yet the appearance was wholly uncluttered.

► If the designers had not used the volumetric approach in this exhibit, we would have needed at least 150 feet more display area in which to tell the same story. Cubic-content type of exhibit afforded at least 50 feet of display wall built around the columns and supplied extra display areas for exciting new products shown for the first time at the show. In fact, there were four definitely marked display areas and four island displays within the exhibit itself.

More than 60% of the equipment shown operated in some fashion and several displays invited audience participation to prove superiority of products.

Entire 40 by 22 feet was crossed by two intersecting arches which supported a floating ceiling. This impressively beautiful "exhibit-architecture" was deliberately designed to give a feeling of intimacy in the high vaulted New York Coliseum.

Abstract representations skillfully using light, showed a flight leaving the earth, encircling the moon and spiraling back home again.

New RCA Nuvistor electronic tube was a real show-stopper as it dramatically and continually proved its performance characteristics before the viewer's eyes. Moving from a liquid immersion of 320° Fahrenheit below zero to a coil heated furnace 620° Fahrenheit above zero, the tube then withstood pressures 850 times its own weight.

An exact replica of the talking satellite device on which President Eisenhower's Christmas message was broadcast, occupied its own arena.

► A display which constantly drew crowds was the simultaneous showing of black-and-white and color pictures on the same television screen in a split screen technique, proving beyond a doubt the superiority and desirability of color television.

Because Structural Display designers employed the cubic content idea throughout, we were permitted a great deal of flexibility and could

place many displays in showcase-isolation. These had to be designed to allow for movement within the display and ample standing space around.

We have always used exhibits for more than one show, adapting display panels and interchanging them to fit space limitations of regional shows.

► Exhibit units at local IRE shows are dictated by available space. For example, at the West Coast IRE Show, show regulations do not permit any one company to have more than 20 feet in one area. There are also local IRE shows which require traveling units that can be set up instantly by one man.

Because of the manner in which the "core" exhibit was designed, we had units that were versatile and easy to re-employ.

Our new approach to exhibits was modified for the different markets and interests of show visitors. Visitors at Institute of Radio Engineers shows are design engineers and executives of companies looking for new developments or new uses which will help them in their own work. They will travel, perhaps hundreds of miles, to see something new. Because of the background of this audience and their expectancies, we felt, with Tom Byrne, that the level of sophistication of IRE exhibits should be high. As a result, unusual color combinations, such as bronze, gold and white, abstract designs and dramatic demonstrations were all employed.

Replacement market, which includes servicemen and industrial buyers, represents another specialized sales area. Electronic Parts Distributors Show at Conrad Hilton Hotel, Chicago, sets a 10-foot booth limitation. It would be virtually impossible to show all RCA products within this area. We have, therefore, kept to an institutional level and show only new items of special interest.

► Visitors to an Electronic Parts Distributors Show have different goals than IRE engineers. We try, through color and design, and display of profitable products, to appeal to these interests and meet the demands of these companies.

RCA's progression to the use of the cubic-content exhibit has enabled us to program for our many national and local shows more creatively and efficiently. It has also fulfilled our fundamental purpose in changing our exhibit concept: to properly convey the RCA corporate personality of scientific leadership and company well-being.

Sales Meeting Paradise

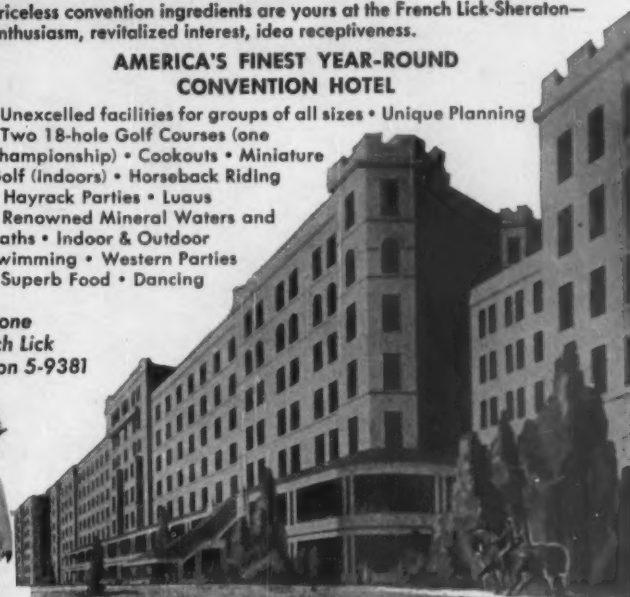
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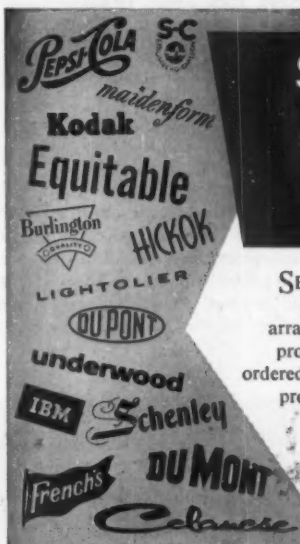
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THIS IS THE LINE at 3 p.m. on a Wednesday afternoon to see Builders Show House. It is main attraction. Other exhibits ring the house area. At peak, crowds waited two hours without complaint to visit house.

How Do They Do It in Harrisburg?

Three times that city's population of 92,000 attends its annual Builders Show. It's a space sell-out every year. Big problem: Get exhibitors to take less space. Rates are low, results high.

By ROBERT SIDMAN

BY WHATEVER STANDARDS you want to use, Central Pennsylvania Builders Show, Harrisburg, Pa., is an amazing, incredible public exhibition.

Attendance-wise it drew 306,000 in six days. As many as 80,000 attended in a single day.

Show is a sellout every year. This year 185 retail and service firms were on the floor. Show is housed in one of the largest exhibition halls in the nation, Pennsylvania Farm Show Building. It covered more than five acres, all under one roof, on one floor. Con-

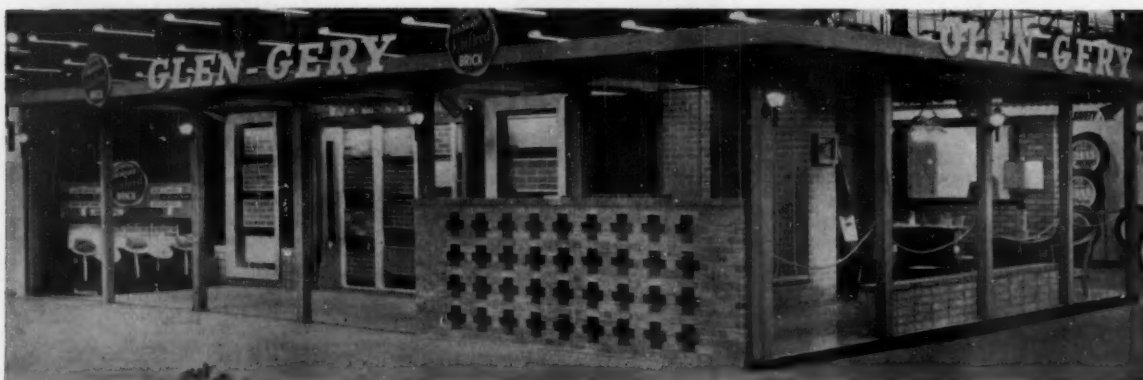
servative estimates of the value of merchandise on display start at \$2-million.

Non-Harrisburgers are likely to call the city that produces these big statistics an in-between town. It is 100 miles from Philadelphia and 200 from Pittsburgh. It is 200 miles from New York, 75 miles from Baltimore and 100 from Washington.

It's the place the Pennsylvania Turnpike passes. Broadway Limited goes through it.

It is not exactly rural because 92,000 people live there. Also, it happens to be the capital city of Pennsylvania, but there is little of the big city in its way of life.

Yet, every year during first week in



TRADITIONALLY impressive exhibit at show is Glen-Gery Brick Co. booth. Exhibit was built on the spot in 10 days and nights.

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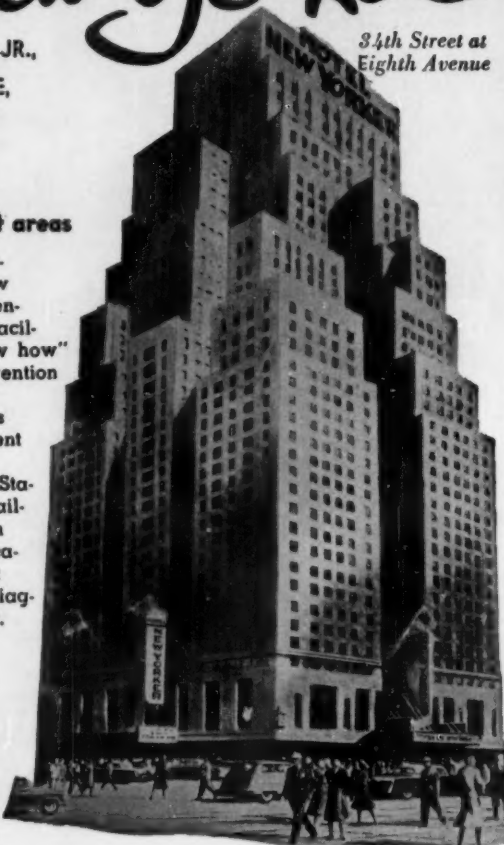
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March, Harrisburg is the scene of this show—like of which is seen only on rare occasions in the largest commercial centers of the world, and never at all in other towns of comparable size.

No one knows how much was written in total sales on the floor, but there are some significant scattered reports. An example is the water softener company that sold 14 installations ranging from \$125 to \$165 on opening day. Then there's the moving and storage firm that displayed an amphibious house trailer for advertising and promotional purposes. Five visitors insisted on buying it, although it was not for sale. They placed orders for duplicates at more than \$4,500 each, one paying cash in advance, others making substantial deposits. Also significant is the aluminum siding man who closed a \$1,100 sales from a cold start in 15 minutes without seeing the customer's house.

Facts and figures like these impress almost everyone, but not James L. Barren. He is secretary of Harrisburg Builders Exchange which has sponsored the show since its beginning in 1939.

"We've done better in the past than we did this year," he says. "We've had bigger crowds. We had 335,000 in 1956. Our average over the past 10 years has been 312,000. But 306,000 is a lot of people, at that."

He also takes a calm view of his sold-out show. "We've sold out every year for a long time," he says. "We didn't sell any more this year than we have before."

"Only way we can improve our space selling is to increase the number of exhibitors. Our layout gives us about 530 spaces. We had 185 exhibitors this year—that's a little more than we've ever had before. Next year, we hope to get a few more firms into the same number of space. That's really the only way we can grow."

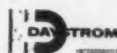
Barren continually tries to talk his regular exhibitors into using less space. Every unit he can save in this manner can mean a potential new exhibitor.

Two questions determine any new exhibitor's chances of getting into the show: Have all reservations of last year's exhibitors been taken care of? Will this exhibitor's product increase the scope and attractiveness of the show?

In the '59 show, about 140 of 185 exhibitors were veterans of 1958 and previous years. Of the 45 newcomers, a rough survey indicates that most of them were pleased with their results and want to return in 1960.

Allowing for normal mortality, unless Barren can persuade some of his

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old-time exhibitors to cut down their space requirements, it looks as if there will be room for fewer than 35 newcomers in the 1960 show. Requests for 1960 space began coming in before the 1959 show was an hour old.

Experienced exhibition people will recognize in these results the workings of a fast, efficient, smooth organization. Their judgment is correct.

Force behind Central Pennsylvania Builders Show is Harrisburg Builders Exchange, an organization of about 430 individuals and firms in the building trades and allied fields.

Exchange was only a few months old in fall of 1938 when it began plans for a 1939 Builders Show to create an active demand for products and services of the building industry.

Pennsylvania's Department of Agriculture had built a huge exhibition hall and arena in Harrisburg a few years earlier for the permanent site of the State's annual farm show. Exchange went after state officials for permission to use part of the big building for its show. It had never been used for such commercial purposes before, but there was nowhere else to go. Luckily, contacts in the Capitol were good—and permission was granted.

Agreement gave the Exchange use of the smallest section of floor space in the main building which could be independently operated. Farm show commission took note of the fact that 1939 was not a boom year, exactly, and laid out the floor with a maximum of aisles and a minimum of booths.

Exchange wound up with 67 units, each 12 feet square, which were offered from 35 to 50 cents per square foot, depending on location. Forty-four exhibitors were persuaded to come into the show. Barren recalls that not all of the first year exhibitors

were intimately connected with the building industry. "We had our share of cabbage shredders and knife sharpeners," he admits, "but at least we got going. We dropped these non-related people as soon as we could in later years."

Admission was 25 cents for the first three shows, but every exhibitor was given an unlimited number of free tickets for his own distribution. And, as if that wasn't enough, Exchange bought paid ads in the Harrisburg newspapers and printed tickets in them. All anyone had to do to get in was to tear his ticket out of the paper and hand it in as he passed through the door.

"We didn't take in a total of \$1,000 in admissions in all our first three shows," Barren recalls. "But we did all right in the attendance department. Approximately 23,000 came to our first show, and we felt pretty good about it. Nobody in Harrisburg had ever seen that many people looking at lumber and brick before. Attendance jumped considerably in 1940 and 1941."

Then came World War II, and the Farm Show Building became an aircraft maintenance center. Builders Show couldn't get back in until

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March, 1949. That year, it took one-third of the space in the building, and drew an attendance of 94,000. No more free or paid tickets were permitted, however. Both Federal and city governments had levied taxes on paid admissions, and the tax had to be paid even if the show-goer had a pass. It was better to do away with the so-called charge for admission entirely, rather than endure the financial and administrative problem of paying taxes on passes. Since that time, there has never been a charge for admission to any part or activity of the show.

However, Barren reports that feeling is mounting within the exhibitor group for a return to the paid admission policy. It is not a large sentiment, he says, but large enough to require official recognition by the Exchange's show committee each year.

Proponents of paid admission point to the huge crowds that attend the show. "Who needs all these people?" they ask. "They're drifters, most of them, just rubbernecking around and making it hard for us to talk to bona fide prospects. People who really want to buy won't mind paying for the privilege of coming in and looking around. And the kids, grabbing for free handouts, novelties, giveaways!"

At this point, they lapse into incoherence.

Opponents have their points, too. "We've got a good thing going now," they say. "Why monkey with it? What if we do waste some printed material? And what if you do have to spend some time being polite to a non-customer while a hot prospect cools off? Who knows what a real customer or prospect is, anyway? It might be that kid who just grabbed a handful of your best seven cent brochures will be back 10 years from now with an order. Or his folks might be in tomorrow. You can't tell. Let's hang on to our big crowds and be grateful."

Chances are that no charge will be made for admission to the show for many years to come.

Where do all the people come from, and why? Sales were made at this year's show calling for delivery in almost every state and many foreign countries. Most sales are concentrated, however, in a radius of about 100 miles from Harrisburg. Barren attributes this to the pulling power of television and radio.

He spends about \$6,000 to advertise and promote attendance for each show. This is divided among newspapers and broadcasting stations in

Harrisburg as well as in nearby Lancaster, Carlisle and Lebanon.

Newspaper budget is minimal. Traditionally, the advertising manager of the Harrisburg newspapers is on the advertising and publicity committees. "This helps," Barren admits. "They come up with a special eight- to 12-page section on the show just before our opening. We generally buy one full page. Exhibitors buy about half the rest of the space. Remainder is all news and features on the show, exhibitors and exhibits."

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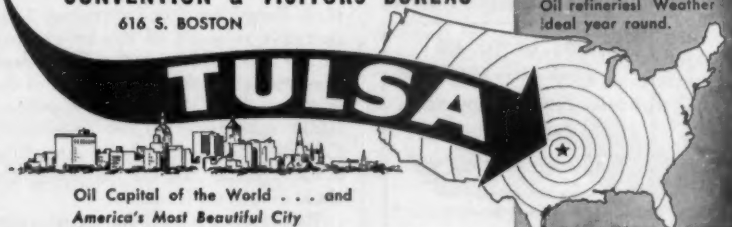
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vides good newspaper copy and visitor interest is the now traditional Builders Show House—a completely built, equipped and furnished home for an average family of moderate income. Show House in 1959 for example, was a three-bedroom, one and one-half bathroom home with carport and swimming pool. It featured frame and sandstone construction, radiant heating, wall-to-wall carpeting, modern electric kitchen, washer and dryer in the utility room, and was designed to sell (without swimming pool) for about \$13,000.

Fact is that the house did sell for \$13,000. At the close of the show, it was dismantled, trucked some five miles away, and put together on its permanent hilltop site. A Harrisburg family bought it prior to the show and lives in it today.

Meanwhile, a steady stream of visitors, drawn by this one attraction, passed through at an average of one every seven seconds. Within the week, 50,000 visitors had gone through the house.

► Barren attributes much of the local attendance to newspaper-radio-TV coverage, but he feels that almost all visitors from beyond a 15-mile radius come as the result of his TV coverage.

"We get it in two ways," he explains. "We buy and pay for our coverage in cash. This gives us a strong schedule of spot announcements, from eight seconds to full minutes, starting 10 days before opening, and running into our closing day. Also, stations recognize that we are legitimate news to their audiences, and they cover us completely as a public service feature. For instance, two TV stations and two radio stations put a minimum of 30 hours on the air directly from the show this year. Some of this was regularly scheduled programming—news and weather programs, disc jockeys, etc. But more than a third of it was on the show itself. These stations not only promoted the show enormously, but they bought and paid for their space as exhibitors, and underwent substantial mechanical and technical expenses to do it."

No one has ever yet made a detailed study of the economics of this show. If anyone ever gets around to it, it should be very interesting. Conservative estimate of the set-up time of the 185 exhibits in the 1959 Show (not including the construction of the Builders Show House) runs beyond 5,000 man-days, 40,000 man-hours. Loading dock people figure more than 2,500 vehicles are used to bring the show in and set it up.

Exhibitors contract for space, only.

When they arrive, they find their space chalked off on the floor. Management does not furnish dividers or back drops. Services must be specifically requested and paid for by the exhibitor.

Ten days are allowed for moving in and setting up. Moving out is done in three days. Rule against starting to break up before 8 a.m. the day after closing is strictly enforced. Floor is cleared completely after closing hour on the last day. Not even exhibitors are permitted to remain on the premises. During the show no one is allowed to take out anything bigger than brief cases and sample books. This results in maintaining the pace of the show right up to the closing minute, Barren says.

► Finding new exhibitors is no big problem, but Barren works at it anyway. His biggest job is to convince sales and advertising executives who have never seen the show that it is big and productive. "They have the idea you can't put on a show like this anywhere except in New York or Chicago," he sighs. "It's frustrating."

Nevertheless, most exhibitors who display nationally advertised merchandise get substantial help from the manufacturers they represent. Roster of products on display indicates that Barren's missionary work has been well done.

Each year's show takes form in much the same way. In mid-September, Exchange holds its annual meeting. Shortly thereafter, new officers and show committee sit down to make their plans. Space rates are settled—they were \$1 to \$2 per square foot for 1959, and will probably go up a little for 1960—and the new brochure is approved.

In mid-November, brochures and contracts go to all previous exhibitors. They are allowed 30 days to decide whether they want the same space, more, less or none at all. Each renewal carries a rate discount. Two-year exhibitors pay only 80% of the established rate for their space. It's 70% for the third consecutive year, and so on until the exhibitor gets a 50% discount for his fifth straight year.

Lapse of one year sends even the veteran exhibitor back to the 100% bracket. This is why few exhibitors fail to reappear year after year. Be-

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MAY 15, 1959



A savvy businessman in town, a hard rider on the trail—that's your typical salesman after a session at the Marott in Indianapolis! Looking for action? You'll find the fastest draw of sales ideas in any of the Marott's twelve modern conference rooms, whether you saddle up 10 or 400 men. Closed circuit TV is available and chow's always on time. Guest rooms? Spacious—with king size beds! Next midwest sales meeting, corral your travelin' men at the Marott—then watch 'em start gunning for orders!

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... because the Sheraton-Blackstone
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Well within your reach, the extensive facilities of
Chicago's famous Sheraton-Blackstone Hotel. If you've
settled for less, in the past, you owe it to your next
meeting or convention to check costs and availabilities
here. You'll see why, every year, the Sheraton-
Blackstone is the site for so many meetings of all types
and sizes, big-and-low budgets. For full information
contact Dick Davis, Sales Manager.

- 12 function rooms, capacity 18 to 1,000 • Convenient
Loop location • Helicopter service from airports —
16 minutes to the Sheraton-Blackstone via Meigs Field
- Entire hotel air-conditioned for your comfort.

SHERATON BLACKSTONE HOTEL

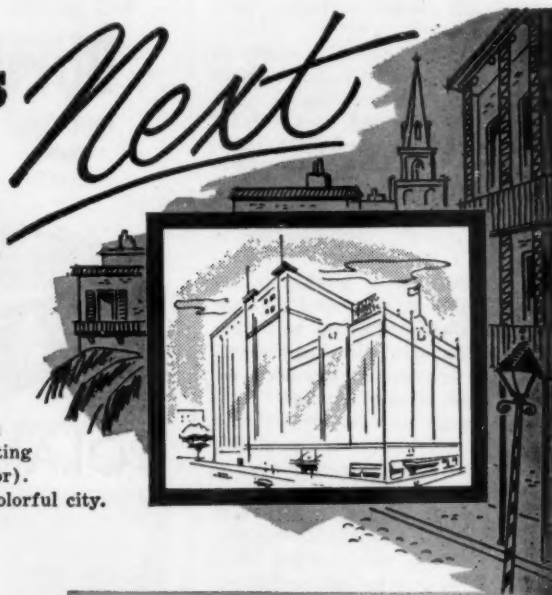
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The incomparable Jung ... largest and finest convention
hotel in the South. 1100 guest rooms, 10 outstanding meeting
rooms including the Tulane Room (stage, service elevator).
Delightful guest rooms and service in America's most colorful city.

	FOR BANQUETS	MEETINGS
Tulane Room	1,000	1,400
Green Room	200	250
Tulane and Green Room	1,200	1,650
Map Room	100	125
Map Room	60	75
Plantation Room	80	100
Rouge Rooms	80	100
Audubon Room	40	50
Old New Orleans	35	50

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tween 80% and 90% of the show is sold in the first 30 days to renewing exhibitors.

Shortly before Christmas, a mailing goes out to announce the availability of the remaining space. This goes to about 3,000 prospects. From this point on, it's first come, first served. Show is normally sold out by Feb. 1.

While Barren spearheads the whole operation, he is surrounded and aided by an able staff. Show committee members are semi-pro's. Barren's assistant and secretary handle detail work, mailings, billings, contract files and a thousand other matters.

A canny little 88-year-old Scotsman, Robert Miller, completes the operating staff. Spry, hale and incredibly tireless, the little man has been show manager for every show since 1940. During the 1958 show, he announced he was retiring. Exhibitors and management gave him a hand-

some leather reclining chair as a parting gift. But no one was really surprised to find Miller back on the job again this year. And no one really believes he won't be on hand again in 1960.

Barren feels the loyalty of his exhibitors is as important as the loyalty of his associates. "Essentially, this is an exhibitor's show," he says. "People come because it's a beautiful and exciting thing to look at. They buy because exhibitors are right there, pitching hard from start to closing. All we do is give them a place to sell and a buying public."

An exhibit director of a large household appliance firm whose products were on sale in three different exhibitors' booths in the 1959 show says, "When we go into a consumers show, we're after sales and exposure. I don't know anywhere we can get so much for so little as we can in Harrisburg."

Two New Films for Meeting

TWO FILMS, a comedy and a how-to-do-it, have been released for industry.

"Herman Holds A Sales Meeting," the comedy, is intended to pep up sluggish meetings. It spoofs everything from expense accounts to sales meetings. Herman J. Flounder, III, Flounder Foundry sales manager, gives his annual pep talk, rally or whatever you want to call it. He lays down the law. Through flashbacks during his talk, Flounder is seen in all the situations he tries to eliminate at his meeting. Assisted by his able secretary, Miss VaVa Voom, he is shown in scrapes with wine, women and over-loaded expense accounts. Nine-minute 16mm-film features sound and color. It is available on a \$50 per day basis from Rudy Swanson Productions, 1616 Lehmann Lane, Appleton, Wis.

"Group Brainstorming" is designed primarily for management. Producers feel that brainstorming is a terrific method to get ideas from salesmen who don't express themselves at meetings or conventions. Method is successful because salesman can release his inhibitions. He will mention an idea—good or bad—without bothering to think of possible consequences, such as ridicule for a bad idea. Film shows leader all the advantages of brainstorming, how it works, how to set up a session and results that can be obtained. It is part of a kit. Kit includes 60-frame filmstrip in color, 14-minute recording and an instruction guide. Whole works can be obtained for \$25 from Marketing Communications, 45 W. 45th St., New York 36, N. Y.

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... thoughtful comfort from the moment of welcome to time for leave-taking

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**U.S.
HOTEL
THAYER**
WEST POINT, NEW YORK



FINAL CHECK before shipping exhibit to show. Everything works perfectly.



THIS KIND of activity was noted at the exhibit all through the show.

Drama of Diorama— To 'Outshow' the Giants

North Electric Co. selects diorama to compete against "giants" for attention and to tell its systems story with impact. Idea turned down at first but catches on at brainstorming session.

By WILLIAM D. WILSON
Director of Advertising, North Electric Co.

THOUSANDS OF SMALL to medium-sized industrial firms are plagued by the growing enigma of "outshowing" trade exhibits of bigger, more famous, space-happy and fatter-budgeting corporations.

Not only is this common concern to the average company, but there often may be these trade-show-associated preparation problems to overcome:

1. Indecision — "We've plenty of time; Project Ajax is more important and comes first."

2. Seeking autographs for multi-divisional approval—"You mean I have to pay \$3,000 for just four lines of copy and display of only two of my products compared to everything T-Division is getting?"

3. Selling engineers on a creative graphic approach rather than one based on a "nuts and bolts" theme—"We've got to show a working electronbosis complete with 236 push-buttons, all doing something. Yes, even if it is one-and-a-half stories tall!" And we still must combine this graphic approach with vital technical representation to hold interest and sell a highly technical audience.

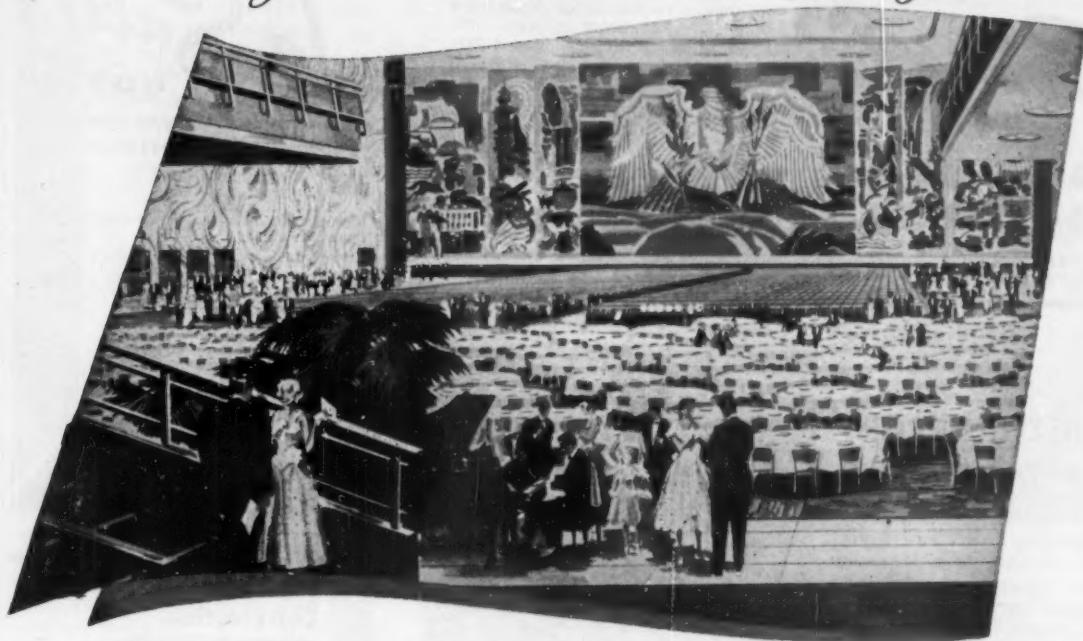
So you've got problems, too! Opening day of this year's earliest, largest and most-important-to-us electronics trade show was fast approaching. Though a pioneer and leader in the field of telecommunications, my company, to most in the expansive field of electronics, was primarily identified as a manufacturer of components.

Our usual static display was definitely out. A fresh corporate image had to be created to overcome existing misconceptions and to dramatically reveal long-established, yet little publicized, system capabilities. Our design, engineering and productive know-how to devise complex automatic control and switching systems for America's top corporations, OEM's, utilities and defense agencies had to be dramatically and effectively sold to the trade.

With less than two months to go until Institute of Radio Engineers Show, and after grinding out various ideas to best accomplish objectives, I approached divisional and sales management with an idea that I felt would do the job most effectively. To back it up, our company artist roughed up a line drawing to visualize this approach. No sale!

Shortly thereafter, a staff meeting was called by William Tucker, North's president, who heard that THE idea had not yet jelled. Both divisional

*the Convention
they'll talk about for years!*



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Between meetings, your members can enjoy all the relaxing pleasures of a resort hotel. The Sheraton-Park's 16 landscaped acres include an outdoor swimming pool, four tennis courts and a private train to take your guests around the grounds. All 1,200 rooms are air conditioned and have radio and TV. Three fine restaurants offer excellent dining at reasonable prices . . . there are also two delightful cocktail lounges for meeting and entertaining your associates. And you and your members are only ten minutes from the heart of the nation's Capital, in downtown Washington.

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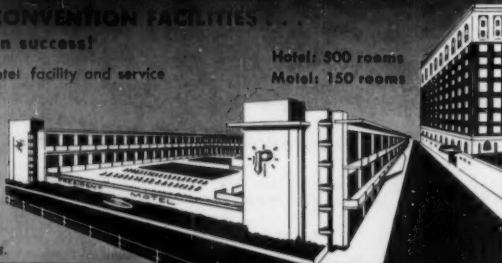
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All Inclusive Rate . . . No Extras!

WIN CHESLEY, Director of Sales
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heads and their sales, engineering and promotion executives were in attendance together with Robert Thompson, a Chicago design consultant.

A few hours of brain-storming found us no nearer a solution—though progress was being made. We seemed to always channel back to how to best display our system concepts. Time was ripe for introduction of the rough sketch of my unsold idea—a map diorama-type display on which would appear in animated model form a representative number of our outstanding control and communication systems. (Few present had been exposed to this idea or layout.)

The idea caught on! Tucker liked it. Thompson liked it. So did others. We tore it apart—attacked it from all sides. It held up. The diorama was unanimously approved as our display vehicle.

On Thompson's recommendation, General Exhibits & Displays, Inc., Chicago, was engaged to execute the display. A week later, we viewed comps and after several changes (one being to eliminate a movie or slide projector with screen behind the map) the layouts were approved on Feb. 11, five weeks before show-time.

A few trips to Chicago helped expedite approval of a miniature clay model and life-size cardboard and wood mock-up of the map element. Animation and mechanics were approved a week later. Narration timed with action still later, and then final approval on March 9. To meet the close deadline, the map itself and system models were farmed out to Chicago's Dick Rush Studios. Animation was placed in the hands of Charley Diedrich, General Exhibits. Stan Fairweather, the display firm's president, also took a personal and active interest in the project. Minor problems arose, of course. Animation proved to be more complex than originally anticipated, but the shipping schedule was met for our move-in day, 72 hours before the show.

A true "stopper" and yet in the finest of taste, the display's decor was kept to three basic colors—midnight blue (back wall and seat cushions), white (canopy, copy, design elements, seating, side rails, product captions and Ericofon telephones) and natural mahogany (canopy and side rail trim, shelf for Ericofons, map frame, caption holders and product shelves). All legs and other metal pieces such as sunken ash trays and planter are in a brushed aluminum finish. A salt and pepper carpet sets off the entire unit.

Seating was built in the left side rail. Movable shelving is on the right rail for product display. A free cart-type rack was provided for adequate

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All yours... lovely surroundings, luxurious atmosphere in our meeting rooms, banquet hall, new Coffee Shop, Cocktail Lounge and famed Cinderella Room.

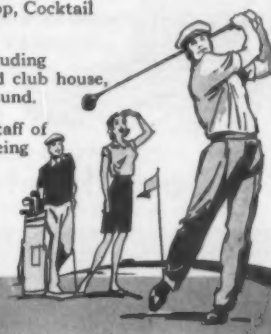
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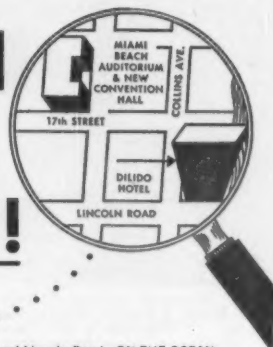
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literature support. The map was still the eye-catcher — greens, grays and blue predominate with touches of red and yellow plus other compatible and attractive colors on the animated system models.

I don't believe a written description of the animation will do it justice. Never, to my or General Exhibit's knowledge, has lighting and motion been used as effectively and attractively in a 20-foot trade display. Rotating radar screens scan the skies, micro-wave towers blink sky-high, cascading water falls (lights), TV camera pans, pipelines flow (lights), consoles are brightly lighted, car and conveyor move, North plant shines brightly—and the climax: four gigantic missiles rise from camouflaged underground sites. They are all sequentially timed with a little over four-minute system narration heard over eight pure-white Ericofons (or by a hidden speaker system) and complete with integrated missile blasts and other dramatic sound effects. Gentlemen, we truly captivated our audience! We attracted and held the largest crowds of any exhibitor in the show.

And on the backwall, stars twinkle constantly, strobe radar beams flash, a plane blasts from the sky, and finally, in time with rising missiles, a brilliant strobe blasts as a missile takes off and soars off into the

wild blue yonder. It wouldn't be fair to reveal how all this was so effectively created, but it is truly a sight to behold — a story to hear!

► You might well think this a monster to set up. It was assembled and working in exactly four hours. We'll beat this by nearly an hour from now on. Map section, after connecting several cables, assembles in three pieces — all sliding out of custom crates. Walls, rails and other sections pack neatly in several other crates. Unit dismantles just as easily.

Was it worth it? To quote President Tucker: "The display did everything a display should do."

Once, when I was elbowing my way by the product shelves, I overheard one of our engineers discussing with an important engineering executive from one of the best-known electronic giants the probability of a million-dollar order per year for one of our new switching modules. As to actual dollar sales, it's a bit early, but I'll be glad to report in a few months to anyone interested. (You rarely close a sale for a complete system overnight.) I am certain that many thousand corporate executives, scientists, engineers and purchasers now possibly for the first time are well acquainted with North Electric electronics system capabilities. ♦



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"I'm making a survey. How much of his exhibit will end up in your gameroom?"



SPANKING NEW Las Vegas Convention Center is less than half mile from hotels on the Strip.

Aviation's Big, New Convention

First World Congress of Flight put on in less than six months from announcement. Goes into new hall and comes out with flying colors. One of most complex meetings and shows ever staged.

BLACK DOT DROPPED out of the cloudless sky and streaked across the desert sand. Its wake jarred the crowd, not 100 feet away, with the supersonic boom! boom! as the jet veered straight up. In seconds it was a black dot again.

Those in the temporary stands, and on the sands in front of them, held their ears as highballing jet planes ripped the quiet and rushed on toward surrounding mountains. Jet trails criss-crossed the sky as planes—in twos, threes, fours, even nines—zoomed and dived with eye-popping precision. Bombs lofted away from giant planes and their pink trails arced gracefully to their targets. Fire bombs raised black clouds on the desert floor. Flash explosions competed with the brilliant Nevada sun, and won. Just about every flying machine in the U. S. arsenal stunted the sky—dropped bombs, fired rockets, raced madly in pursuit of the “enemy.”

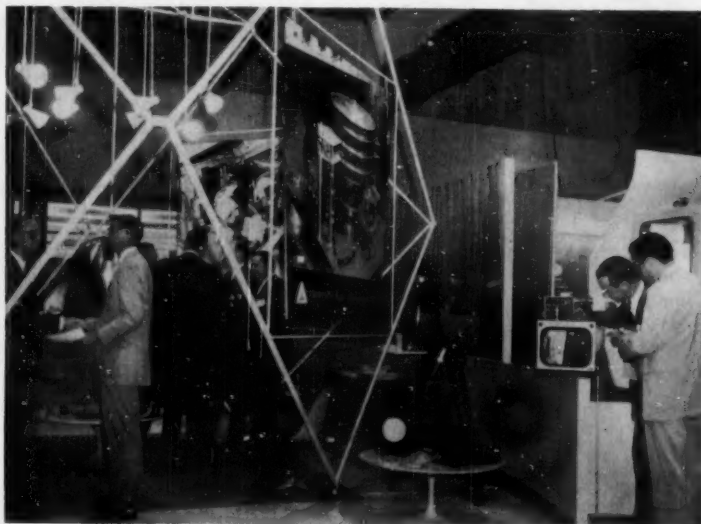
And this was the sideshow!

Main event was 50 miles away. It was the First World Congress of Flight—housed in the brand new Las Vegas Convention Center and two outdoor areas. It brought together over 5,000 top civilian and military aviation experts.

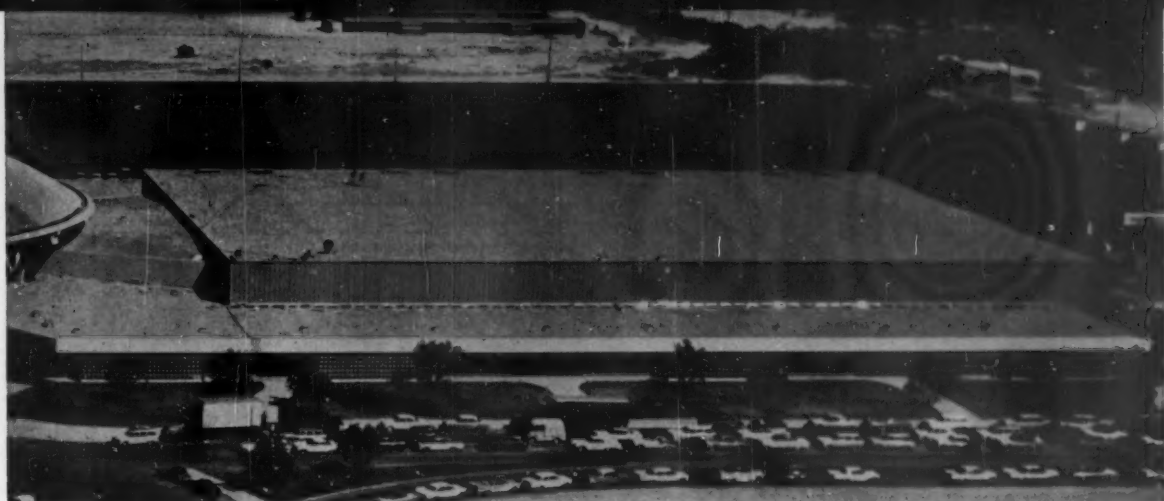
Without question, World Congress of Flight was one of the most complex events ever staged—and it was put together in less than six months.

All the odds were against a success for this conclave and show:

1. There were exactly five months and two weeks between the announcement and the event itself.
2. It was a “first” and hence something to watch rather than something in which to participate.
3. It was scheduled for Las Vegas, a city that has no long reputation for giant events.
4. It was slated to go into a brand new convention and exposition hall—with all the misgivings this produces.



GEOMETRIC FIGURE was formed by metal poles in Thompson Ramo Woold- Wooldridge Inc. exhibit. Dage Division of company featured TV system.



EXPOSITION HALL to right of rotunda has separate entrance in addition to entrance through main lobby.

5. It was international in scope and required negotiation with foreign governments.

6. It required large seating capacity — minimum of 5,000 — and large exhibit area — for over 200 exhibitors — and large nearby outdoor exhibit areas, plus extensive airport facilities.

7. It required coordination of six associations with the sponsoring group, plus over 40 participating group sessions.

8. It had to have extensive volunteer pool for all manner of services.

9. It had to have a community that was willing to "stand on its head" if need be to aid the project.

World Congress of Flight got all the things it needed and solved all problems, albeit some revolutionary steps to reach the goal. "It could only happen in Las Vegas," says Ralph V. Whitener, managing director, World Congress of Flight, sponsored by Air Force Assn.

► Air Force Assn. normally holds a national convention and show in Sep-

tember. Executives of the group thought that United States should be site of an international meeting and exposition to mark the break-through into jet transport by major airlines around the world. They envisaged an exposition to feature products

rather than institutional exhibits for companies. They saw a show that included transport planes, private planes, military craft and all the myriad products that keep them in the air or make them safer and comfortable to operate.



EXHIBITS of GM divisions were integrated into over-all design.

WESTINGHOUSE seemed to use less imagination for its exhibit than usual. Parts of its exhibit have been used around the country more than five years.



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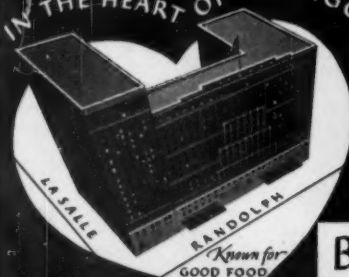
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Originally, biggest problem was to find a site for this event. Las Vegas won hands down. It is the only spot in the country with outdoor areas large enough to display aircraft next door to an exposition hall and with an adjacent area from which aircraft can operate. Also it is a short drive to an airport that can accommodate jet aircraft (McCarran Field with its 10,000 ft. runway). And in addition, it is 50 miles away from Nellis Air Force Gunnery Range where military aircraft performance and firepower can be demonstrated with safety.

Three exhibit areas were laid out. Andrews, Bartlett and Associates, Inc., professional show management, started with something less than scratch to put the show together. There were few trained people available to put the show together in Las Vegas. The hall was new and not complete when show management moved in. Fortunately, Las Vegas brought Kenneth Watson, former manager, Chicago Coliseum, out of retirement to act as consultant on hall operations.

Harold Bartlett, of Andrews-Bartlett, negotiated with building trades unions for labor. Prices were high—building is booming in Las Vegas—but he arranged a deal that eliminated any chances of jurisdictional disputes. Next he tackled the outdoor exhibit areas.

Between Joe W. Brown Stadium (a race track) and Convention Center was a big area for outdoor exhibits. This area had to be fenced in and laid out with lights, PA system and electrical facilities for exhibits. This area was designed to handle small aircraft and military rocket exhibits. (Latter included an Atlas missile through which you could walk and a Thor.) Race track stadium served as grandstand for demonstration of light planes. To use the track for a runway, fences had to be removed along the judges' stand and some quarter poles. Then the whole thing had to be graded.

► Meanwhile, back at McCarran Field, other problems existed to make it an outdoor exhibit area for big planes—the biggest. An area near a hangar to be prepared to handle large planes. Area had to be fenced (6,000 ft. of fence were used for outdoor exhibits). Portable toilet facilities had to be installed.

Before the show opened, dozens of "deals" were made and assistance lent to make the event possible. Mobile Homes Manufacturers Assn., through its local member, provided trailers for use of exhibitors at McCarran Field. These trailers were part of the exhibitors' "package." Another part of the

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Fred W. Witteborg, or Fred Harvey Reservations Office, 530 W. 6th Street, Los Angeles 14, California. Phone: MAdison 7-8048. Teletype: LA 1465.

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package was a sign — which presented a problem. Experiments had to be run to discover what kind of a sign could be used on a windy airfield and still stand up.

To jockey around huge jet transport planes (DC-8, 707, for instance) special tugs had to be brought to McCarran. To assist, Clark Equipment Co. made them available.

Back at the hall, workmen were busy with final installations (permanent auditorium seats, sound system) and decorations. Right up until the show opened, painters were still at

work and so were carpet men. Carpet, incidentally, covers the perimeter hallway and stairs of the auditorium in soft luxury.

Problems arose in bunches, says Whitener. "First three months, biggest problem was to convince people that Las Vegas was the place to hold this Congress." After they had seen the facilities, this problem disappeared, he says. Then coordination problems arose. Over 40 organizations planned some type of meeting in conjunction with the Congress, and they had to be fitted into major plans. Two

months before the event, National Broadcasting Co. asked if it could televise an hour-long program to be sponsored by General Motors Corp. In return for this opportunity, GM had two large closed-circuit projectors installed in the auditorium to show remote pickups during the conference proceedings. Some 80 NBC technicians, including crew from KRCA, worked at this meeting.


► The nation's press—about 300 strong —received royal treatment. Three large meeting rooms in Convention Center were turned over to the press. One room was fitted with 50 typewriters and telephones. Another was a hospitality suite (free bar service and soft drinks, courtesy Chance-Vought Aircraft, Inc.). Air Force Assn. public relations personnel as well as military public information officers were on hand to answer questions and supply reams of press releases on all events.

Everything had to be done in big proportions. Some 4,500 hotel rooms were required. Over 1,600 exhibit personnel alone had to be housed. Advance registration went over the 4,000 mark.

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ner, "is that a problem here lasts just five minutes." He explains with an illustration of transportation. There weren't enough buses to move 5,000 delegates from the auditorium out to Nellis Gunnery Range to see the demonstrations. What did the city do? It closed all the schools for a day and had teachers drive their own cars out to the range and back with delegates. Teachers were delighted to volunteer, and of course, the children just loved the opportunity. "This is the sort of thing we get out here," says Whitener as he flips a dial on a two-way radio set.

► Throughout the meeting, radios were important. Whitener had a two-way radio in his car—supplied by Civil Air Patrol—as well as a paging unit on his belt. His belt unit operated while he was in the building. "With this spread-out operation, we'd be lost without constant communications," he says.

All key people had pager radio units and 10 two-way radios were in use for the Congress. Some 13 committees (125 people) were involved with plans for this event. To keep track of them, you had a major problem.

While Whitener shoved through

operation plans, James H. Straubel, director, worked on the meeting sessions. They included speakers from around the world—top people in the field of planes and missiles.

Program was divided into segments. An airline executive found one part of the program of special interest, while a private pilot had some sessions that affected him more directly. Military men had their part, too.

► Special attention was given to exhibitors with a novel arrangement. Each exhibitor was given time to con-

duct a briefing session about his products. Special meeting rooms were set aside around the exhibition hall for these sessions. Briefing sessions, usually conducted by a top man in the company, were in addition to the informal conversations in the exhibit areas, of course.

Exhibits, generally, were outstanding. For the first time in any show—other than its own—General Motors Corp. combined some of its major divisions: AC Spark Plugs, AC Electronics, Allison, Saginaw, Delco-Remy. Unified design of exhibits of GM divi-

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108

sions gave impact without their being overbearing. GM showed its heat engine (satellite power plant) for first time. The engine actually operated part of the mobile on which it was mounted.

Sperry Gyroscope Co. and Remington-Rand Univac joined "hands" to exhibit. Each division had one side of an island display.

Large part of General Electric's exhibit was designed as an office. The approximately 20 ft. by 30 ft. area was divided into three conference rooms and a reception area. This left plenty of the total 4,000 sq. ft. for G-E divisions to show products.

Westinghouse Electric Corp. dug deep to come up with attractions for its booth. An "oomphometer" to measure your "oomph" was resurrected, as was a foot vibrator. The former has been around for more than five years — probably closer to 10. Westinghouse paraballoon antenna — huge revolving sphere with outline of continents painted on it—served as theme center of the show.

Actually, Douglas Aircraft Co., Inc., with its circular, revolving model of a DC-8 and smaller models of planes of airline customers, attracted more attention and was a more effective "theme center."

Prominent throughout the show floor were fluorescent-colored pith helmets, given away by Radiant Color Co. to promote use of fluorescent paints on aircraft. Hats cost the company about \$1 each. It distributed them in small batches until its supply of 1,000 was used. As soon as hats arrived at the booth, long lines formed to get them. Most visitors waited in vain. The small booth couldn't hold more than a few dozen helmets at a time.

► Because stage shows at Las Vegas hotels are prime attractions, and to insure that Congress delegates had a chance to see them all, a special desk was installed at the auditorium. Behind each of 11 telephones at the desk were representatives of 11 hotels who took show reservations and phoned them directly to hotels.

Registration desks for delegates were manned under the direction of the Convention Bureau. Desmond Kelly, bureau manager, was kept hopping. The bureau's quarters are designed into the new hall. However, they were not completed in time for the Congress and he had to operate between old offices and the hall. Fortunately, the city's News Bureau could move into its new quarters in Convention Center in time to be in operation for the Congress. Its photo lab facilities received a real workout—day and

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Cadets of Civil Air Patrol and Explorer Scouts volunteered their services as messengers. In addition, electric golf carts scooted around the auditorium with key personnel.

► If there was scurrying on the inside, there was plenty moving on the outside, too. General Motors made 25 brand new Oldsmobiles available to the Congress for a VIP motor pool. VIPs, when registered, were given pink badges which entitled them to chauffeur service.

Some of the sidelights you seldom hear about a show: Andrews-Bartlett hired some master sergeants who were on leave to supervise workmen on outdoor exhibits. When workmen gave up at about 11 p.m. Saturday night, after putting in a full day from early morning, new recruits were enlisted outside a Negro church as a night-time service ended. Auditorium's ground-floor seats were not in place for the opening session until 4 a.m. of the first morning of the meeting.

► Difficulties to arrange outdoor exhibits of planes simultaneously with indoor exhibits of products are not exactly new to Andrews-Bartlett and so the smooth operation was no surprise to the Air Force Assn. Andrews-Bartlett handled the first air show in 1957 and all those that followed. For the recent show, it divided outdoor space into plots of 50 ft. by 100 ft. for small craft and 100 ft. by 100 ft. for the "big birds."

Buses circulated between auditorium, hotels and McCarran Field, so that visitors could see everything quickly—or as quickly as you can see over 200 exhibits (which includes walking through new jet transports). Buses picked up delegates without charge and ran on frequent schedules.

According to present plans, World Congress of Flight will be a biennial event—and in Las Vegas. Its new hall with giant movable walls and well-designed meeting rooms—in addition to 7,500-seat auditorium—are ideal for the Congress, says Whitener.

► To exhibitors, one of the biggest surprises of the show was the ease with which they moved in. Even the most complicated exhibits seemed to be up ahead of schedule. To Harold Bartlett, it was no surprise. "All you need to set up a show is a lot of hands. We rounded up plenty of labor. That's all we needed."

There were two giveaways at the show in deference to Las Vegas. Fairchild Engine and Airplane Corp. gave away string ties to VIPs (the press,

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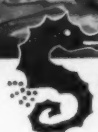
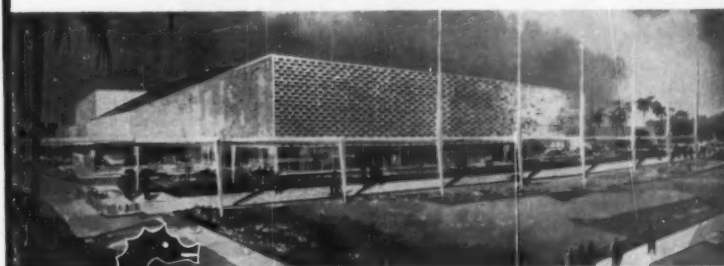


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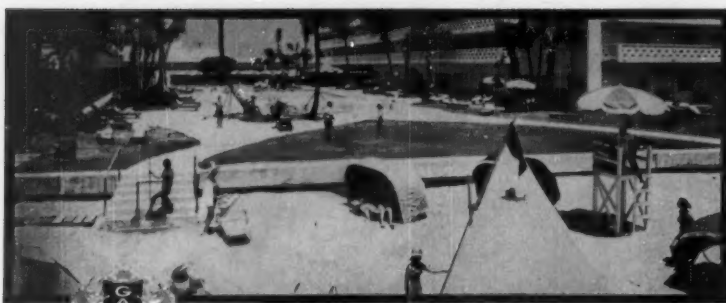
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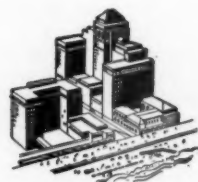


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What's the New Hall Like? From a distance, Las Vegas Convention Center appears as a huge flying saucer come to rest on the desert. It is more handsome at night than during the day. Inside, it probably is the best laid out convention facility in existence. Circular auditorium seats 7,500. Adjacent exposition hall offers 90,000 sq. ft. of space. Many small meeting rooms are available, and for all practical purposes, parking is unlimited.

too). This tie with figure of Pegasus on the slide, was the pass into Fairchild's hospitality suite. Another giveaway: poker chips in red, white or

blue. These plastic chips — not too popular — were given away at the booth by Mechanical Division, General Mills, Inc. ♦

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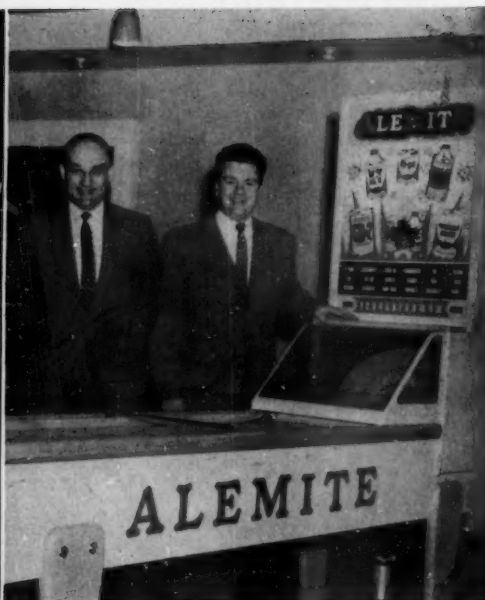
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KANSAS CITY 5, MISSOURI**

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TELETYPE KC 530



TO CAPTURE CROWDS, Alemite uses pin-ball machine. Far right, John P. Harrington, manager, Petroleum Products and Chemicals, with his assistant, Dan Martison, and the "stopper".

Alemite 'Stopper' Goes Great (grease) Guns

Refitted pin-ball machine used to snare show traffic. Product pictures worked into game. Handles 60 players an hour. Players must register. Pleased with results; plan to use locally.

"IF WE CAN'T STOP 'EM, we can't sell 'em!"

On this predication, executives at Alemite Marketing Division, Stewart-Warner Corp., Chicago, went ahead to work out the scheme designed to snare passersby with tired feet and mild interests in lubricating lines. John P. Harrington, manager, petroleum products and chemicals, went along with the certain fact that "the big problem in any show is to stop traffic."

Here's what Harrington's division did:

1. Bought a pin-ball machine and had it completely re-worked, with full-color product pictures to fit in with its new chemical sales program.

2. Set up a system to avoid mayhem in the booth. Each contestant is obliged to register (given a number as at a meat counter) and play the game when his number is called.

3. Ruled that a single game consists of an opportunity for the player to throw the puck 12 times. In order to win, it is necessary for the player to get the puck into each of six different openings at far end of the board.

If the player is successful in throwing the puck into an opening, one of the chemical products illustrated on the glass background will light up. If he is expert enough to throw the puck into all six openings, six products light up, a bell rings and he wins the game. As a prize he is given a set of sportsman binoculars.

► If the player loses, he is given a consolation prize. At the National Auto Dealers Assn. show, a typical consolation prize was a small "bloop ball" with the wording "Alemite Petroleum Products" imprinted thereon. "Bloop ball" is a little larger than a baseball, light in weight, and erratic when thrown, thus losers had fun,

too. At Automotive Service Industries show, the consolation prize was a folding yardstick with a chemical message printed on one side.

"Our experience indicates that we can anticipate one out of every 12 players beating the game, with about 60 players per hour using the machine," Harrington explains. "Prizes cost about an average of \$10 per hour of constant play."

Does it work? "At the N.A.D.A. show we had over 800 registrants in the two and one-half days the game was active. At the A.S.I. show we had over 1,100 registrants in the three days the game was used. At times there were as many as 20 people waiting to play the game, and this gave us an excellent opportunity to expose them to our new chemical products, our new marine line and our spring promotion."

The machine is being made available to Alemite distributors for local shows at a nominal fee which covers the maintenance costs.

"I know it was a pleasure for me to look down the long aisles at Navy Pier in Chicago," Harrington admits, "and notice people casually walking by other booths when ours was jammed with key jobber personnel."



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ON THE OCEAN AT 44th STREET • MIAMI BEACH, FLORIDA



ONE OF FOUR traveling shows, this one appeared at a shopping center in Phoenix, Ariz.

Ford Shows for Shopping Centers

After success with last year's station-wagon shows at shopping centers, Ford has developed four complete shows. Plans include a prospecting stunt to aid dealers. Expect million attendance for 48 nine-day exhibits of cars, trucks, tractors.

EVOLUTION OF SHOPPING CENTERS has given Ford Motor Co. a new marketing challenge. Many attract 200,000 shoppers every week. Nearly all come by car. Ford figures

these people are terrific sales prospects for the automotive industry. It wants to capture at least part of this market.

So Ford is taking its products to

market—supermarket, that is. Ford has scheduled 48 nine-day exhibits of cars, trucks and farm equipment in the nation's major shopping centers. Program is known as American Road Shows. It is expected to be seen by more than a million people per month.

Four shows are on the road. Each displays the company's products in modern settings with new gadgets and inventions. Two units feature a "Design for Suburban Living." Ford, Mercury, Lincoln and Edsel cars are shown in colorful settings. Settings contain the latest ideas in modern



"FACTRON" is device at each show to do market research and turn up prospects.



FIRST UNIT moves out from Dearborn on its cross-country tour of six months. Total of 33 vehicles are used to transport units to shopping center locations.

5

INCOMPARABLE CONVENTION & SHOW CENTERS IN THE SOUTH

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- ★ Ample garage facilities ★ Superb restaurants



DINKLER PLAZA...ATLANTA, GA.

Meeting capacities	25 to 2000
Banquets	to 1500
Dances	to 2000
Guest Rooms	600



DINKLER-TUTWILER...BIRMINGHAM, ALA.

Meeting capacities	25 to 1800
Banquets	to 1300
Dances	to 1800
Guest Rooms	450



DINKLER-JEFFERSON DAVIS...MONTGOMERY, ALA.

Meeting capacities	15 to 350
Banquets	to 275
Dances	to 300
Guest Rooms	250



DINKLER-ANDREW JACKSON...NASHVILLE, TENN.

Meeting capacities	40 to 400
Banquets	to 350
Dances	to 300
Guest Rooms	400

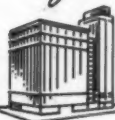


DINKLER-ST. CHARLES...NEW ORLEANS, LA.

Meeting capacities	12 to 900
Banquets	to 700
Dances	to 900
Guest Rooms	500

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patio furniture, gardening equipment and pet care. Two fabric and aluminum structures house special entertainment for youngsters and adults.

Another unit presents Ford's "Design for Country Living." Scale models and live action demonstrate the theme, farming of today and the future.

Fourth show is "Design for Station Wagon Living." It exhibits new equipment for hunting, fishing, touring and picnics.

► American Road Show units consist

of 29 vehicles and vans, and four specially designed trailers. Traveling staff of 24 supervises the shows and mans exhibits. Each show covers from 10,000 to 12,000 sq. ft. of space. Several hundred different items are on display along with Ford Motor Co. products. These offer numerous promotional tie-ins for local merchants and dealers in all Ford lines.

Whole idea is not completely new. Ford used a smaller version of "Design for Station Wagon Living" (Sales Meetings, March 7, 1958) to test the shopping center circuit during 1957-

58. Officials call exhibit successful. They estimate 3.5 million viewed the display.

From experience with the station wagon show, company expects that the four units will attract huge crowds. However, to make them effective selling devices company had to develop a technique which is new to the automotive industry, says one official.

► New device is "Factron." It is featured at each show. Aim is to locate new car prospects for dealers and obtain marketing research data for the company. Participants are eligible for prize awards so company expects majority who view the show to visit Factron.

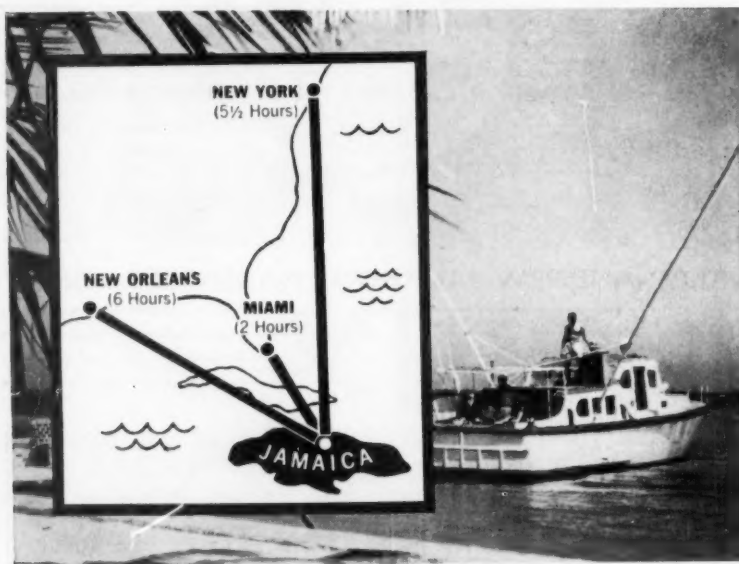
Promotion kits and specially designed tabulating cards have been distributed to shopping center stores. Stores, which participate in the prize award phase of the program, distribute the tabulating cards to their customers for presentation at the Factron exhibit.

Card has a space for the person's name, address and seven questions that can be answered in a minute. On entering the exhibit, person places the card under a template. He codes his card for later machine processing and tabulating by using a special hand punch. He then drops the card in Factron, an electronically-operated depository patterned after a tabulating machine.

On closing night of the show, cards are used to determine prize awards. They are then forwarded to Detroit for complete processing. In Detroit, cards are sorted for new car prospects—as revealed by answers to the questions. Letter, brochure and premium card are mailed to all prospects inviting them to take a demonstration ride at their local dealership. They can also redeem their premium card by mail for a gift. Selected cards are mailed to the appropriate sales offices for distribution to dealers in the area of the shopping center. Dealer can then follow up by telephone or personal contact.

"American Road Shows will give Ford Motor Co. and its dealers some very effective help," says E. E. Rothman, general advertising and sales promotion manager. "We think our job is to stay with the public, design our cars the way it wants them and display our products in association with the other new developments that are making family living more and more pleasant. We anticipate this program will prove extremely valuable not only to the dealer and the company in terms of new car sales but, on the basis of research data obtained, to the consumer as well."

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When in **PORTLAND** . . . meeting, conventioning is best at the *Multnomah Western Hotel*, convention headquarters in the Rose City.



What You Should Know About Labor at Shows

Some points to keep in mind when you plan your next exhibit:
Labor conditions are not going to be any better inside the hall than they are outside. Your show manager can do more than anyone else when you have a problem. Plan early; take precautions.

HERE ARE SOME TIPS on labor relations when you are an exhibitor. They represent opinions from the most astute men in the exposition field:

1. Recognize the facts: Union labor is just as restrictive inside an exposition hall as it is outside. You can't expect a union to relax its prerogatives for a show. Union-shop conditions are part of the American economic scene which you can't change in your exhibit booth area while erecting an exhibit.

2. Labor relations is an art: Don't try to solve a dispute yourself. Your show manager wields more power and has more experience. If a condition arises that you consider unfair, see the show manager at once.

3. Talk to Convention Bureau: Armed with all the facts, see your show manager and get in touch with the local convention bureau. The convention bureau manager is sensitive to labor problems in his city, and more than anything, wants no trouble for show exhibitors. When you give the bureau manager all the facts, he immediately can get in touch with important people in the city who can exert influence.

4. Don't offer bribes: Don't try to get your work handled out of turn by offering a bribe to workmen. This just whets their appetites. It creates a situation where they'll do nothing for anyone without a tip. It's automatic: when enough people start to tip, everyone has to — or else. Union labor at a show is well paid and tips are not required to supplement income.

5. Take precautions: Don't get caught in a last-minute jam by arriv-

ing late for show installation. Get your material in as early as possible so that you can get started when labor is most plentiful. It's much cheaper, too. Earlier your material arrives,

more likely all your work will be done on straight time.

6. Order in advance: Don't wait until you get to a show to order electrical, carpentry and other help. Advance order allows contractors to plan for your needs.

7. Don't be a mat: Don't let anyone walk all over you. If you feel somebody is trying something shady, don't sit still. Don't fight with him, either. Go directly to show management to have the problem handled. (Sometimes one character might try a little "extortion on the side," unknown to his own union.)

8. Don't be emotional: Often petty annoyances work us up all out of proportion to their importance. If union rules say only carpenters can touch anything made of wood, you're not going to change the rule no matter how loudly you shout. The rule wasn't made for your booth or even for the show, but for everything in which union carpenters could become



"I want you to do a good job setting up my booth, so here's a bottle . . . of touch-up paint."

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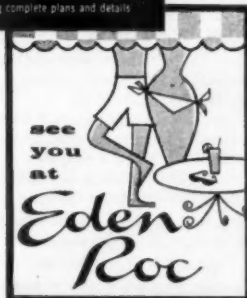
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involved throughout the city.

Before you allow yourself to feel that labor conditions at shows are not fair, talk to the man who handles labor relations for your company. His stories about conditions in your own plant will make any you can relate pale to nothing.

Strange thing about labor conditions at shows, they are amazingly good in relation to problems. Remember, show labor is part-time help. There isn't a show to set up or take down in the exposition hall every day. Remember, too, every exhibitor has a different labor requirement with most requirements unknown to contractors in advance.

When in doubt about labor conditions anywhere, talk to your exhibit producing company. Most reputable exhibit builders have had experience in just about every exposition hall in the country. Most of them belong to Exhibit Producers and Designers Assn.

Exhibit Producers and Designers Assn. is, in effect, a network of exhibit installation around the country. In just about every city, your own exhibit builder can reach a fellow member who will handle your exhibit erection and dismantling. This relieves you of all headaches. A local company

has its own labor crews—does not have to rely on a labor pool.

Show managers must deal with labor unions constantly. Usually they can forestall problems for exhibitors. Sometimes they resort to novel arrangements. One show management sold space on an all-inclusive basis. Through its general decorating contractor, it hired the entire installation labor force and accepted responsibility for all installations without extra charge. (Cost was included in a slightly increased price per square foot of booth space.) Thus union restrictions caused no pain to anyone.

Another show manager maintained a small staff of union men at his own expense to make labor available to any exhibitor who might otherwise have been subjected to a high minimum for a petty job that involved only a few minutes' work. Cost to show management was small, return in exhibitor goodwill enormous.

Unquestionably, union labor rates are high—inside and outside an exposition hall. With this in mind, many exhibit designers are devising new plans and using new materials to simplify exhibit setups. As with all things, advance planning does more to eliminate problems than anything else. ♦

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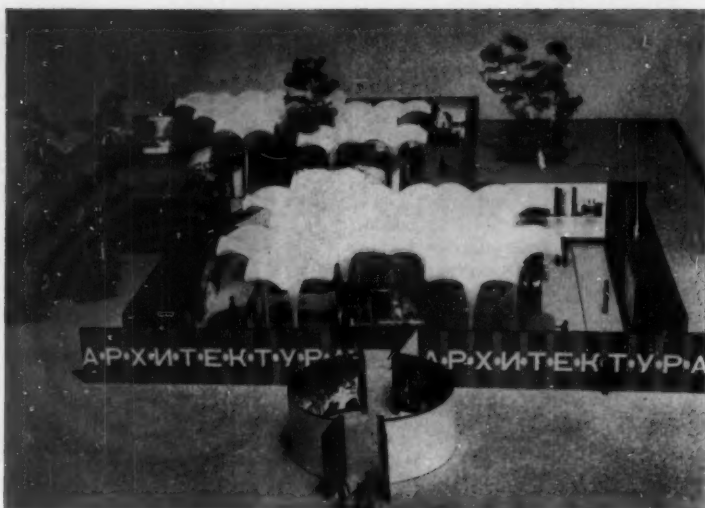
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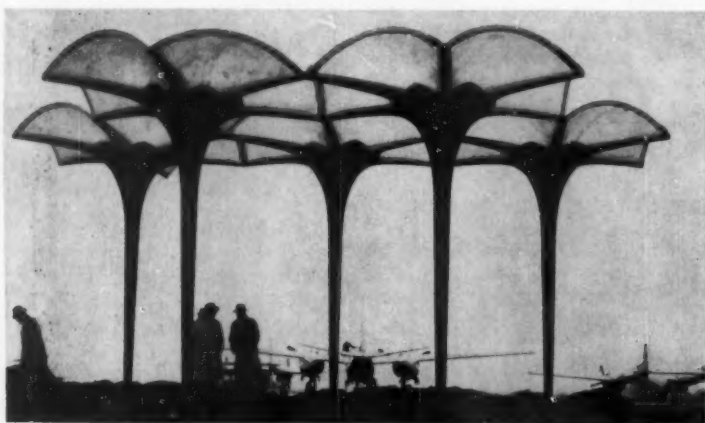
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MACKINAC ISLAND
MICHIGAN





MODEL of 10,000 sq. ft. architectural display at American National Exhibition. All-plastic pavilion consists of umbrella-like structures joined together.



FIVE UNITS of plastic pavilion were erected at Mitchell Air Force Base, New York, for wind velocity tests to insure stability before shipment.

children wear — from work clothes to formal attire — will be modeled. Half-hour fashion shows — four times daily — will have Russian commentary. Live models will be non-professional. They will represent the wide range of economic groups and nationalities that make up the American population. All models will be schooled in simple Russian phrases which will tell the audience, in Russian, where they live in the U. S. and what they do.

Fashion show is sponsored by fashion industry. Funds for the venture are being raised from four sections of the industry — fiber and fabric producers, apparel manufacturers, retailers and labor unions.

Guides for our exhibit in Moscow have been chosen. Mostly college and post-graduate students, majoring in Soviet studies — 48 are men and 27 women. They will leave for Europe aboard the Italian liner *Irpinia* on June 18. Ship will dock at Genoa and guides will reach Moscow about July 8.

More companies have contributed products and display items for the fair. Total has reached 474 companies from 32 states. Latest contributions include toys, sports and home equipment, and furniture.

Sales Meetings' Editor Robert Letwin is conducting a tour to American National Exhibition. Group will leave Aug. 9 for Moscow. In the group are top U. S. exhibit specialists. (For information on how you might join the group, write immediately to: Robert Letwin, editor, Sales Meetings, 1212 Chestnut St., Philadelphia 7, Pa.)

Report from Moscow says Premier Khrushchev visited the site of the U. S. exhibit in Sokolniki Park and watched the erection of our aluminum-domed building. He has a special interest in it; U.S.S.R. will own it after the fair.

Progress on Our Fair in Moscow

EXHIBITS for American National Exhibition in Moscow are now being constructed in Helsinki, Finland. Because of time shortage, original opening date of July 4 has been moved to July 25. Fair will close Sept. 4.

Latest big problem has been to line up contributors to the cost of a 20-page official booklet to be distributed to visitors. Plan is to giveaway 3.5 million booklets. At the moment, 12 companies have made contributions toward producing the booklets. Enough has been offered to under-

write 1,450,000 copies so far.

Guidebook will have a red-white-and-blue cover and contain a message of welcome from President Eisenhower on inside front cover. Illustrated booklet will have layout of the grounds, information on exhibits and Circarama. It will help Soviet citizens to find particular displays — architecture, education, creative arts, scientific, etc.

American fashions will be given a prominent part in the fair. Kinds of clothes American men, women and



SYMBOL for American National Exhibition, designed by George Nelson & Co.

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FOUR GEORGES.....	300	700	400
GEORGE I.....	150	300	200
GEORGE II & GEORGE III.....	150	300	150
THE CIRCUS.....	25	40	35
GAINSBOROUGH ROOM.....	25	40	30
CHIPPENDALE ROOM.....	90	150	120
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EXHIBIT PREVIEW in New Orleans attracts mayor and other leading citizens.

Allstate Builds Image With Traveling Art Show

Commercials are kept out of Allstate's art exhibit, but payoff comes in newspaper publicity and public goodwill. Company offers package to local art guilds who become show sponsors.

AN ART EXHIBIT helps to create a new corporate image for Allstate Insurance Company, Skokie, Ill.

Shown for its artistic values, the traveling art show is a goodwill builder—not a come-on for an insurance sales talk. No agents or representatives are on hand to promote sale of insurance. But, the exhibit pays its way in public relations.

Exhibit's 50 pictures, created by such artists as Fletcher Martin, Lawrence Beall Smith, Adolf Dehn, Doris Lee, Arnold Blanch and Paul Sample, were originally commissioned for Allstate's policyholder publication, "Home & Highway". Scenes cover America from a New England church to a view of a Western drive-in theater.

First presented to a public audience in the Allstate home office in March, 1958, exhibit has since appeared in seven other states. During the coming 18 months it is scheduled to travel from Connecticut to Texas, with solid bookings running to September, 1960.

Allstate removes the exhibit from

commercialism by arranging its bookings through local art guilds and gallery groups which enjoy sponsorship billing. Although it will provide posters, news releases, souvenir catalogs and other promotional material, Allstate prefers the sponsoring organization to issue them.

Local Allstate public relations representative works closely with the sponsoring group. He provides professional counsel and advice but functions in the background to allow officers of the sponsoring group to take the bows.

Allstate provides complete press packets to promote exhibit in the press. Packet includes an 8 x 10 black and white photo of each of the paintings plus a set of color transparencies for publications with ROP color. When exhibit appeared in Memphis, Tenn., editors of the Commercial Appeal remarked that for the first time they had the opportunity to reproduce artworks in color. They had never before been provided with color reproductions.

Exhibit received an enthusiastic reception in Jackson, Miss., Memphis and New Orleans. Praise given to Allstate for providing the show confirmed officials' opinion that this project presented a new and welcome concept of the corporate character to the public.

Whenever possible, exhibit is booked into recognized galleries and museums such as the Mint Museum in Charlotte, N. C., where it was shown in November, 1958. However, Allstate regional public relations representatives may occasionally be forced to improvise in order to show the exhibit in areas where it is impossible to secure gallery space.

► Allstate occasionally calls upon its parent organization, Sears Roebuck and Co., to assist in displaying the collection. In New Orleans, for example, exhibit scored a smash hit while on display in two Sears retail stores.

Reception given the exhibit in New Orleans can be attributed to cooperation between Allstate personnel, officials of the local Sears stores, and the New Orleans Art Association Guild. When the paintings were booked for New Orleans, Mrs. Clyde Barthelemy, local Guild president, enlisted Guild workers to sponsor the show and make arrangements for publicity and other details.

T. Sterling Dunn, New Orleans Sears Group manager, gave approval to have the exhibit shown in the Sears downtown store and a suburban outlet. Local publicity was gained through television programs on two local stations and notices in three New Orleans publications, "Hotel Greeters Tourist Guide", "This Week in New Orleans", and the "Riders Digest", a pamphlet placed on all the city's public transportation. An article was published in the local Chamber of Commerce bulletin and 10 stories and eight pictures appeared in three New Orleans dailies.

► One thousand art catalogs were distributed the day the exhibit opened and each New Orleans Sears store window contained a poster advertising the show. The ladies of the Art Association Guild, in addition to contacting local press media, also sent out printed invitations and Guild bulletins to hundreds of persons.

Exhibit was as successful here as it was in the many other cities. Tangible effects of the traveling show have been thousands of inches of newspaper publicity and photographs describing the exhibit. All identify Allstate as owner and sponsor. Company achieved the institution sell it wanted.



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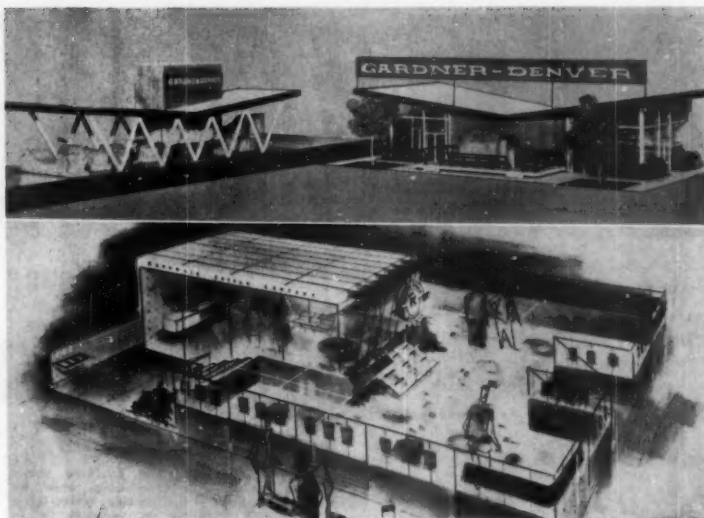
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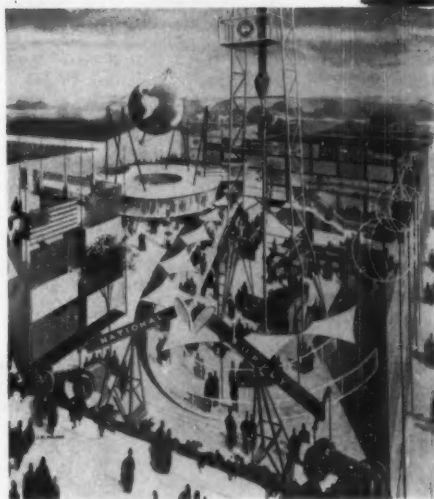
For information contact

phone 22-1011 St. Petersburg





BUILDINGS for Gardner-Denver Co. exhibits at International Petroleum Exposition are shown at top. Buildings are air conditioned. Republic Supply booth, above, has a clear glass floor upon which visitors will walk. Glass floor is 30 inches above ground level.



ROTARAMA, glass enclosed observation deck in National Supply exhibit, is air conditioned for visitor comfort.

Designs for Oil Show Exhibits

EXHIBITS WILL BE HIGH, wide and handsome at the International Petroleum Exposition, Tulsa, Okla., May 14-23. Occasion is industry's 100th anniversary. Here are artists concepts of three of the exhibits.

Gardner-Denver Company's centennial coincides with the industry's. In honor of the double celebration, firm's display equipment is painted gold.

As top feature, company will unveil its new drawworks—designed for deep drilling. Pumps, drills, wrenches and compressors are also on display.

Equipment is housed in three special exhibition buildings. Two are shown in photo. Drawworks is featured outside entrance to air-conditioned building on right.

National Supply Co., subsidiary of Armco Steel Co., has a 23,680 sq. ft. exhibit. Principal eye-catcher is a rotating world globe 30 ft. in diameter. It represents the international scope of company's operations. Globe is supported above a glass-enclosed observation deck, Rotarama. This permits visitors to sit in air-conditioned comfort to observe exhibits outside.

Pool, fountain and a variety of animated displays are located under Rotarama. Curved ramp leads up to machinery area. Entire exhibit is surrounded by a "wall of flags," on 50-ft. poles. Over-all design was created by Henry Dreyfuss.

Republic Supply, subsidiary of Republic Steel, will show a large selec-

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tion of products. Exhibit is designed so audience walks on a clear glass floor elevated 30 inches above normal floor level. Glass floor is divided into four ft. squares supported by thin aluminum channels. It is specially fabricated from $\frac{3}{4}$ inch Tufflex, a thin plastic filler, and a top layer of $\frac{1}{4}$ inch plate glass. Supporting members are columns of fluorescent light units to produce a high level of shadowless

illumination underneath the glass.

Glass walled air-conditioned lounge at one end of the exhibit protrudes slightly onto the glass floor area. It creates the impression of a sunken room. Product displays are treated individually to a certain extent, but all reflect the general character of the exhibit. Gallo Display Co., Cleveland, produced it.



TRAINING CENTER is opened in Rochester, N. Y. for Eastman Kodak's Verifax salesmen. Hume M. Deming, manager of the center, leads group discussion.

Kodak Opens New Training Center

WHEN SALES are up on a product, you don't leave it at that. It may be the time to give it an extra shot in the arm.

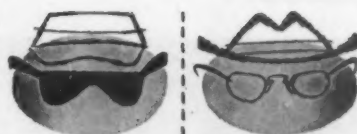
Eastman Kodak Company's Verifax office copier sales have grown steadily over the past year. Yet, company recently established a business photo methods training center—to get more sales, to beat out competition.

Company feels there is an untapped market for office copiers—and wants it. So far copiers have been used mainly for general office work. But new applications are being developed—copiers for production order writing, purchase-receiving, order invoicing,

etc.

Training center schedule calls for about 14 one-week classes a year. Each one is composed of 22 Verifax dealer-salesmen. Large portion of each conference is used for instruction in sales technique. Salesmen practice sales talks and demonstrations. Movies and tape recordings are made so dealer-salesmen can improve themselves. New and old uses of copiers receive a full day's attention. Company later plans to offer a management clinic and a service clinic.

Eastman Kodak doesn't want to keep up with competition. It wants to forge ahead. ♦



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TOLEDO ▼



PANELISTS in United States ▲

CONTROL ROOM in Toledo has engineer on hand plus interpreters. Program was transmitted in both English and Spanish. Transmission signal went by telephone and shortwave radio. Interpreters came from United Nations staff; translated everything.



Owens-Corning Symposium

"HELLO BOGOTA . . . this is Toledo."

Those words, spoken in Toledo, Ohio, and transmitted to Bogota, Colombia, Jan. 29, opened the first inter-American radio-telephone architectural symposium and linked together some 400 architects over 3,000 miles apart.

Architects gathered in both cities to hear six internationally known architects participate in the first such cultural exchange to be held between Latin America and the United States.

Those words also culminated six

months of intensive planning and preparation by officials of Owens-Corning Fiberglas Corp., sponsor of the unique program. Owens-Corning undertook the symposium as an expression of its belief in the value of communications and relations between nations and in the hope that it would improve and foster a better understanding with our Latin American neighbors.

Leonard J. Currie, head of the Department of Architecture, Virginia Polytechnic Institute, Blacksburg, Va., as moderator and professional consultant to Owens-Corning, aided in choos-

ing members of the panel.

Those on the Toledo panel were Alvaro Ortega, a leading Colombian architect and visiting critic in architecture at Harvard Graduate School of Design; Ieoh Ming Pei, designer of Mile High Center, Denver; and Carl Koch, visiting critic at Yale School of Architecture and assistant professor of architecture at Massachusetts Institute of Technology.

Panelists speaking from Bogota were Marcel Breuer, designer of the new UNESCO headquarters building in Paris; Pablo Lanzetta, dean, School



▲ PANELISTS in Colombia

◀ **SIMULTANEOUS TRANSLATION** kept interpreters busy in Bogotá. Engineer, right, monitored. Audience heard panels via loud-speaker system. Standby transmission line was available in case of breakdown of two one-way circuits, but did not have to be used.

Has Long-Distance Panels

of Architecture, National University of Bogotá; and Julio C. Volante, professor of architecture, Central University, Caracas, Venezuela.

John Noble Richards, of Toledo, president, American Institute of Architects, introduced the program. Harold Boeschstein, president, Owens-Corning, in addressing the luncheon meeting held in Toledo said, "We have broader interests and broader responsibilities than ever before to cultivate friendships, and cultural as well as commercial interchanges between our countries."

When the program was formulated, Owens-Corning contacted American Telephone and Telegraph Company regarding the method of communication. Robert E. Campbell, AT&T customer representative in Cleveland, arranged for two one-way transmission circuits and one standby line for emergency purposes. Speakers and microphones were used so no one in either group would have difficulty in hearing the program.

The signal was transmitted by telephone line from Toledo to White Plains, N. Y., where it was radioed by

short wave to Bogotá. In Bogotá the signal was again transmitted by telephone line to the meeting at Tequendama Hotel. The program was constantly monitored in both Bogotá and White Plains.

Since the program was conducted in both Spanish and English, obtaining simultaneous translators was a major problem encountered by Owens-Corning. Interpreters for Toledo were obtained from the staff of the United Nations. Further difficulty: Marcel Breuer, speaking from Bogotá, preferred to speak in English, thus re-

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quiring an additional translator. Need for translation further complicated the audio line and necessitated additional equipment.

► After months of planning, a high point in the project was reached on the day before the meeting when the circuit was tested for the first time and to quote all the people concerned, "worked like a charm."

With the symposium scheduled from 10 a.m. until 2 p.m., it was necessary to coordinate luncheons in both places to prevent any delays. Lunches were monitored to keep the groups moving at the same pace.

Henry F. Holland, former Assistant Secretary of State for Inter-American Affairs, was principal speaker at the luncheon held in connection with the event in Toledo.

Julio Cesar Turbay, Foreign Minister of Colombia, was speaker at a corresponding luncheon in Bogota. He was introduced by John M. Cabot, U. S. Ambassador to Colombia. Luis Vera, who represented Jose A. Mora, Secretary General, Organization of American States, also was a luncheon speaker in Toledo.

Mark Widerschein, Owens-Corning training manager, was in charge of overall arrangements for the program. John Marshall Briley, vice-president and general counsel, was chairman of the Toledo meeting, while George Cook, international division manager, was chairman of the Bogota meeting. M. J. Alves and J. B. Manley, Industrial and Personnel Relations Department, coordinated the Toledo meeting.

The symposium was completely recorded and transcriptions are available from Owens-Corning Fiberglas Training Center, Toledo 1, Ohio.

► With the architectural symposium successfully completed, Owens-Corning officials took a short and well-earned recess before employing the communications system again at 2:30 p.m. for a Pan-American Contractors' Round-Table.

This three-hour round-table climaxed an intensive two-week sales training effort, unique in size and scope, that Owens-Corning held in Bogota for its Latin American distributors.

Some 35 "students" brought to Bogota from all over Latin America attended classes from 8:30 a.m. to 6 p.m., with some evening sessions scheduled.

"Faculty" was composed of selected executives from Owens-Corning and subjects included markets, sales potential, product characteristics, application of methods and pricing.

"School" employed a variety of edu-

cational techniques—movies, classroom lectures, application demonstrations and the round-table. Objective was to cover not only information that applied directly to Latin America, but also the entire Fiberglas line of products including insulation, noise control, roofing and miscellaneous areas.

During the school, questions that could not be fully answered by the staff in Bogota, or those that warranted further discussion, were forwarded to Toledo to be answered by the experts on the round-table which was carried over the radio-telephone system. By forwarding questions in advance, men in Toledo had time to prepare their answers carefully.

Other highlights of the school included a lecture on architectural selling, a lively architectural promotion meeting and an application meeting.

► Three suppliers of accessory materials voluntarily contacted Owens-Corning and sent representatives to Bogota to assist with the school. They were Stig Sasse, International Division, Benjamin Foster, a manufacturer of adhesives and mastics; W. J. Haertel, president, W. J. Haertel Company, manufacturers of acoustical suspension systems; and Rolando T. Curtis, international representative for Lok Products, Inc., manufacturers of acoustical suspension systems. Other manufacturers supplied samples and literature which were invaluable in conducting the training program.

Owens-Corning officials expressed complete satisfaction with the unique undertaking. The company expects to be doing this kind of thing in the future for other overseas markets.

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'Sound' Answer to Sales Training

Recorded situations make a game out of learning and need no props at meeting. Easy for salesman to identify himself with conversation. Group discussion is lively; instructs painlessly.

By GENARO A. FLOREZ
President, Florez Incorporated

THERE CAN BE NO DOUBT about the basic value of visual aids in training. Yet, there are situations where the presence of prepared visuals may actually be a deterrent to the training process rather than a help.

For example, we want a salesman to project himself into a realistic sales situation, and to work out a solution to a specific sales problem. He will do so far more effectively if he can relate it to his own selling situation—if he can mentally provide his own visuals—his store, customers he has known, himself as the salesman. Obviously, in such a selling situation, the presentation of, say, a filmed dramatization of the scene might actually hinder the real salesman's identification of himself as part of the dramatized situation.

Many of our clients—among whom are such honored names as Cadillac Motor Car Division of General Motors, Sinclair Refining Company and The Ohio Oil Company—have discovered this, and have exploited the principle involved with a new twist to an old device, the Florez-developed Recorda-quiz.

First, let's look at what a Recorda-quiz is. As you will have surmised, it is a recorded version of a situation, usually a sales situation, in which the average salesman or dealer for that company might normally find himself.



This makes it easy for the real salesman, as he listens, to put himself into the "picture" and actually see himself working out answers to the problem on the spot.

That's why it is so important that, in writing and casting the situation for recording, it be made to ring true. If it paints the salesman as a dope or his prospect as a pushover, it becomes a caricature and loses much of its effect.



After a minute or two of listening to this, the group is invited to point out where mistakes were made—and "what I would have done if I had been in his place." Response is instantaneous and often fluent.

When the leader feels that the main points have been made, the second recording of a minute or two is played and the situation is reenacted with many of the more obvious errors corrected. This serves both as a review and as confirmation of the fact that the judgment of the group is on the ball.

Probably the biggest reason why Recorda-quiz, properly planned, written and produced, is practically always a highlight in a sales meeting, is because it is like a game. Actually, it is "gamesmanship" in one of its high-

est forms—because it makes every man in the room go to work without even knowing it. It is a battle of wits—and that is fun.



But there are many other reasons why, when the time and place and conditions are right, Recorda-quiz is an excellent medium for the job.

First, as Cadillac found out, this mechanical device practically guarantees active participation and provides a simple, easy means to be sure the discussion does not get "out of hand."

By creating the situation through audio means only, Recorda-quiz allows each salesman to fill it out complete with his own "mental props"—his own characters and locations—and puts him right in the middle of the act.



Then there's another important factor: It is about as inexpensive a training tool as can be devised. It involves a brief script, a couple of professional voices, and a disk or tape recording. Reproduction cost is low.

Generally, Recorda-quiz is used for change of pace and to add genuine audience participation to a presenta-



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● **Unequalled Convenience Under One Roof.** This complete year-round resort has *every* facility right on premises. Your men (and their wives, too) are happy to stay right on the spot, available for meetings. Yet the Concord is just 90 minutes from New York City over new super highways. Airport nearby. Scheduled bus and limousine service too.

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Pool and glass-enclosed, radiant heated Indoor Tropical Pool—supervised by Buster Crabbe. Year-round ice skating—skiing too when temperature's below 32°. Health Clubs for both men and women, indoor sunbathing in the luxurious Cabana Club. Plus every other popular sports facility.

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YES, THE CONCORD HAS THE EQUIPMENT AND THE MANPOWER TO HELP MAKE YOUR CONVENTION THE GREATEST EVER. We've had hundreds of the biggest and best—and they come back year after year. Here are just a few of our recent clients:

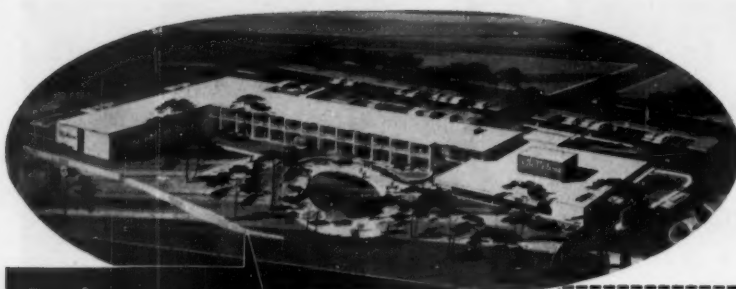
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JAY COHEN, CONVENTION SALES MANAGER

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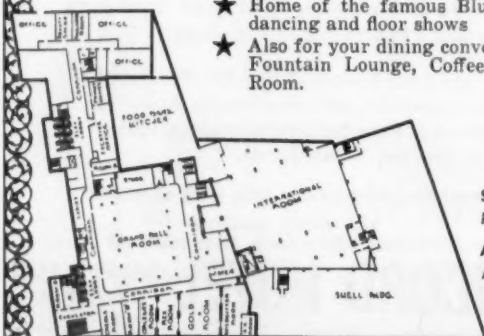
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SEYMOUR WEISS
President and Managing Director

A. C. BELLANDE
Manager

tion or training meeting. However, it can, and sometimes does, provide the basis for an entire meeting all by itself.

Let's look at the way Cadillac has been using the Record-a-quiz. It uses a single-band recording, for example, to re-create the normal situation of a Cadillac dealer salesman telephoning a prospect. How does he do it? Record-a-quiz shows how.

Then each salesman at the meeting is invited to pick out errors, if any, that the telephone call contained. What would he have done better? This is discussed briefly and then two or three more half-minutes or full-minute bands are played and the same technique followed.



For the final band or situation, Cadillac has worked out a different twist. After playing the recording, a check sheet is passed to each salesman, and he is asked to make a check mark in one of the three spaces, "A", "B" or "C". If he checks "A", here is what he is indicating:

"I agree completely with the idea of telling the secretary that the call is of a personal nature."

Or, if he checks "B", he is saying:

"I do not agree that this is a good way to get the secretary to put the call through."

If neither of these two opinions comes close to his own, he can check "C", which says:

"I would handle it in a similar but slightly different manner."

Simple, four-page leader's guide suggests that the leader ask several men how they marked their sheets—and then call on some of them to tell the group why they checked the square they did.

Easy? It certainly is—and interesting and effective, too.

Sinclair Refining Company, in its

For a meeting with everyone's approval, the

10 MILLION DOLLAR* CONVENTION PLAN

The incomparable facilities of the SEVILLE

—one of Miami Beach's most magnificent hotels



Seville HOTEL
A Complete Oceanfront Block, 29th to 30th Sts., Miami Beach

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For complete information and newly-published free copy of our FULL-COLOR GUIDE TO THE SEVILLE write Fred Collier Vice President & General Manager

in NEW YORK CITY



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Only a hotel with the size, the specialization and the location of the Park-Sheraton can offer so much—under one roof! At the Park-Sheraton, your convention sessions will move along smoothly, on time, because your people meet and live at the same address. Group interest stays high because the convention stays together. Small wonder the Park-Sheraton is the site of many of the nation's most important meetings, year after year. Send for detailed brochure to help plan your next convention.

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For further information, please write, wire or phone—L. E. Amas, Director of Sales, Palm Beach Biltmore, Palm Beach, Florida.

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with over 800 rooms available
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basic "Retail Selling Plan" conference program designed for its sales representatives, uses as many as four different recorded situations in a single conference and employs the "two-banded" technique. First band sets up the situation on a realistic but not too successful basis. Second band, for use after the group has contributed its ideas, re-creates the situation with an improved and acceptable—certainly not perfect—sales result.

One thorny problem with which Sinclair used this game-type approach was in the area of dealer management, where the sales representative has the tricky and often difficult job to show a dealer why good records are so important to the success of his business.

The Ohio Oil Company has used this same device, but has injected the use of a third band. First band sets up the problem situation the way it looks on the surface. This is discussed by the group. Second band fills in "off-stage" comments—what the dealer is really thinking but doesn't say to the salesman.

Situation is rediscussed in the light of this new information which the salesman could and should have drawn out by skillful use of questions. Finally, the third band is used to confirm the judgment of the group and to summarize as in the earlier cases.

Here is a situation where a Record-a-quiz started out to be just part of a meeting, and ended up by growing into a complete meeting by itself.

We worked with one of our clients in the appliance field to develop a sound slidefilm in color for its new line of phonographs. It told the complete product story and did a beautiful job.

On the reverse side of the record, we prepared a Record-a-quiz that let

the audience hear how a salesman actually used the new product story with a prospective customer. Although he did quite well with the story, he missed the sale. Why?

That was where the discussion came in, and each dealer salesman listening to the recording expressed his own ideas. Results were so good that in many cases the slidefilm was dropped from the program and the Record-a-quiz became a meeting in itself. This adaptation was particularly appropriate.

In the first place, to play the recording in a dealer's store did not

require projection equipment. It could be played on the phonograph in the store. No darkening of room, no screen, no bother. And the actual product became the principal training aid.

In the second place, all major sales points were made on display material on the new models themselves which were on the dealer's floor.

The Record-a-quiz was short and sweet. It was in the salesman's language. And it let him get into the act on his own terms—in familiar surroundings, with familiar people, and with his own ideas. ♦



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MOUNT POCONO, PENNSYLVANIA
at the Top of the Poconos



PACKAGE DESIGNERS tour Kress variety store in search of good and bad packaging used in counter displays.

Point-of-Problem Parley

**Brand new idea. Meeting on packaging staged right in a store.
Technique keeps everyone hopping—physically and mentally. On-
location workshop uses variety store on New York's Fifth Ave.**

HAVE PROBLEMS? Why not hold a meeting right where they occur? Package Designers Council did just that and had for itself a new kind of meeting—probably its most productive.

A group of 168 package designers and executives from variety store chains and manufacturing firms met in the Kress Fifth Avenue variety store in New York City. They took a guided tour through the store in search of

good and bad packaging. Afterwards, they had a critique on what they discovered. In a few hours they got a complete picture of all facets of packaging problems as they exist in an actual store.



INDIVIDUAL PACKAGES are presented to panel — designers, store executives — for criticism.

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WHERE you hold your convention or sales meeting is a big factor in its success. And it need not be "the same old place." You can add new life and appeal by choosing any one of a dozen exciting convention cities in the West—thanks to fast Western Airlines service.

Let Western Help You Decide

Because Western serves *all* the major convention cities in Western America, we maintain a special Convention Bureau to give you unbiased facts about these cities and their facilities. The Bureau staff, headed by Betty West, is devoted solely to gathering first-hand information which convention planners need. Here are some of the questions we can answer for you—without cost or obligation:

• **Hotels.** Which hotels have meeting rooms of the type and size you

require? What are the rates? Which ones offer special "packages" including entertainment, recreation, etc.? Which deliver the service and the facilities you need?

• **Appropriate dates.** Will your meeting conflict with another in the same category? What's the best time of year for the convention city that interests you?

• **Routing benefits.** Can travel to your meeting be routed so as to make the occasion even more interesting? For example, a group flying from an Eastern city to the West Coast was able to visit Mexico City en route at *very little extra cost!*

• **Attendance assurance.** What can you do to make sure of the highest possible attendance? The Convention Bureau can provide you with a *proved* plan that has resulted in boosts of 40% and more.

These and many other answers are yours for the asking... from the Western Convention Bureau. Look at the *wonderful* convention cities Western Airlines serves. Then write us for information about any of them. It's your first step toward a more *successful* convention! Just write—

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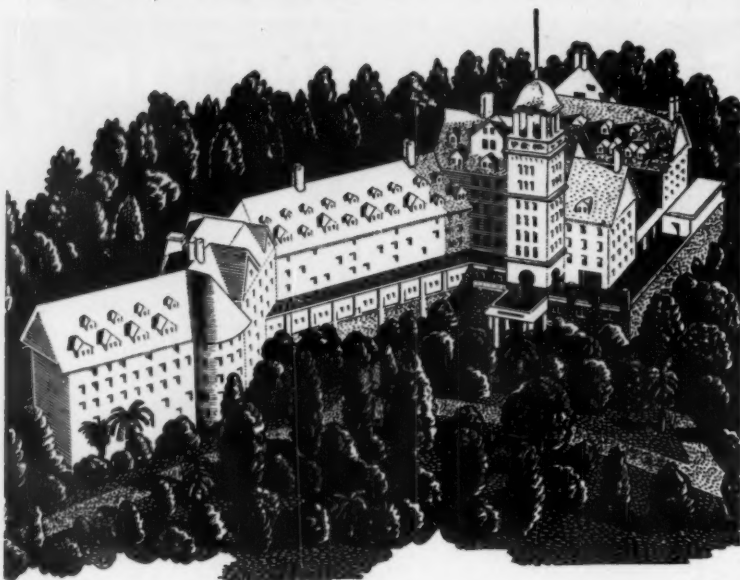


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SALES MEETING CENTER OF SAN FRANCISCO BAY AREA!



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2. More free parking space—room for 1,000 cars.
3. More true luxury—300 rooms, and suites with fresh flowers daily from 22 acres of lovely gardens surrounding the Bay Area's finest resort hotel.
4. More fun dancing to name bands in the great Garden Room, and enjoying the magnificent food you'll relish at the Claremont.
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Berkeley-Oakland, Calif. Murray Lehr, Managing Director

Reasonable rates on request THornwall 3-3720 Teletype OA 520

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is everything you could expect to make a memorable meeting? Here it is for groups from a dozen to 125 in a 10-acre garden setting around azure pool. Superior accommodations, finest-equipped banquet and meetings rooms. Excellent cuisine. Entertainment, dancing. Our *priceless* ingredient is a management and staff dedicated to standards you'll acclaim.

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Call ATwater 5-2121



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Four Season Resort

This point-of-problem meeting used techniques worth borrowing—if for no other reason than to have a different kind of effective meeting. But, in addition to variety, this session method offers a swift route to problem study. It stimulates thinking.

► Here's how this meeting worked: Everyone who attended was assigned to a banquet table according to his product interest. There were 10 product groups—from stationery to cosmetics and from hardware to notions. Only thing different about the first part of the meeting was that the dinner was served on the lower level of a "five and dime" store instead of a hotel ballroom. Incidentally, cocktails—also in the store's basement—preceded the dinner. After dinner, a few short speeches were made and then the fun began.

Each product group (designated by table number) was taken on a trip through the entire store. (It was after store hours so there were no customers with which to contend on the speedy tour.) Each group visited the store's 10 major departments. Tours were so planned that a group ended its tour in the department that matched its major product interest. Thus, while manufacturers and designers in the stationery field, for instance, visited all other departments in the store, they ended up at the stationery counter.

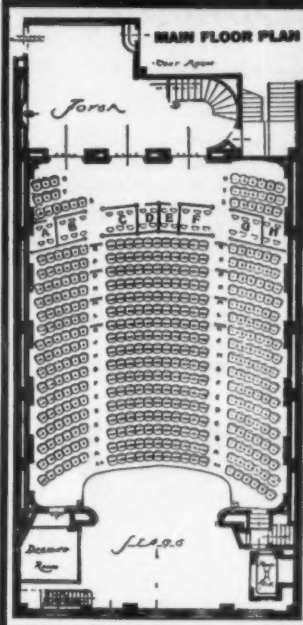
Each store department was marked by a large number so that groups could move quickly from one to another. Each group had a guide who had a list of the order of departments to visit. A visit—except the last one—lasted about five minutes.

In each department, the store's senior buyer for the line of products was on hand to explain what problems his department had with various packages. He also pointed out what packages helped sales. Some buyers had written a little speech in advance. They read them in order not to forget important points. However, the most effective presentations were made by buyers who spoke without a script.

After visiting nine departments—moving from one to another to hear from the buyer and examine packages on the counters—each group ended at its "product interest" counter. Here the group had 15 minutes to examine packages carefully and discuss them with the buyer. After examination of packages, each group selected two or three examples of the best and worst packages at this last counter. They took these packages with them to their banquet tables.

A panel of packaging experts was seated at the head table. Each

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Perfect for Your Sales Meeting

- Professionally equipped theatre with 530 spring-cushioned seats; exhibit space of 7,000 square feet adjacent.
- 16 air-conditioned meeting rooms accommodating 25 to 530. Excellent trade show facilities. Closed circuit telecasts.
- Fine banquet facilities. French and American cuisine.
- 1200 modern guest rooms. Air-conditioned, radio and television.
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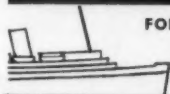
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ALL OUTSIDE
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ARRANGE for your members to come a few days early—or stay later for needed relaxation—and grab this chance to see colorful, foreign Nassau! 3-day cruise includes two nights at sea, two days and a night in Nassau.

AIR-CONDITIONED dining room and cocktail lounge. Dancing to ship's orchestra. Entertainment. All meals—the ship is hotel all the way.

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For complete information and exclusive location benefits (within walking distance of Miami Beach Exhibition Hall and Auditorium... in the very center of every attraction) write Armando W. Castroverde, Director of Sales.

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Outstanding Convention Address in the Southwest

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Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Press Room	7th	150	120	2,100
Directors Room	7th	45	30	700
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G	Mezzanine	75	65	682

*Connecting

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

HOTEL ADOLPHUS

H. H. "ANDY" ANDERSON, Managing Director Dallas 1, Texas

group's spokesman (appointed in advance and given a special yellow badge) came forward and presented his group's choices of good and bad packaging to the head-table experts. These experts then commented on individual packages.

► As attendees found at this meeting, you can talk all you like about packaging in a conference room, but when you get into the store where every package is in competition, you really see your problem.

This meeting was unusual on several counts. It was the first ever held in a variety store. It probably covered more actual packaging problems in less time than ever before.

Just the idea of this kind of session sparked imagination. About 80 people had to be turned down on the meeting because the Kress store dining facilities could not handle more than the 168 reservations.

Obvious advantage of this session was that problems in packaging could be spotlighted in a real setting. Here are some added values:

1. People moved: When a group physically exerts itself, it adds life to a meeting. Small groups had to rush from one counter to the next—often up and down stairs in the multi-floor store.

2. Direct contact: There was no hearsay on good and bad packaging. Attendees could see for themselves if packages could not stand up under normal counter use, or if one particular shape was awkward to stack or handle. They could see the entire range of competitive packaging just as it would be in this and other stores.

3. Retailer reaction: People at this meeting heard from 10 different retail buyers on what they like and dislike about actual packages on counters in front of them. These on-the-spot comments with opportunity for discussion offered an excellent composite of what store buyers look for in packaging.

4. Participation: Not only did meeting attendees physically exert themselves to cover the store, they had to think. They had to make selections of good and bad packaging. They were involved directly with what experts said later about packages, because the experts spoke only about the packages selected by members of the audience. An individual in the audience could consider himself in a contest to see if the experts had the same opinion of a particular package as he did.



**This oceanfront resort
is ideal for conventions!**

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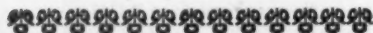
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5. **Speed:** Pace was fast. Every wasted minute or potentially wasted minute was squeezed out in plans for this session. With stop-watch precision, each group moved from department to department. Group leaders were briefed on their roles as were buyers. Everything clicked. It had to. When you move 168 people through a three-level store to study 10 departments in little more than an hour, good planning is a "must".

Panel of experts included representatives of stores and packaging designers. They heard a 10-minute presentation (timed with a loud alarm) from each product group after everyone had toured the store. Following the good and bad package selection explanations by a group chairman, the panel discussed each package. Panel experts usually agreed with choices, but sometimes contributed ideas that may have been new to most of the audience. Their comments often gave new insight into package design problems.

► Sidelight on this meeting was that Kress store, in agreeing to be site of the session, in effect invited competitors in to get an extra close look at its operation.

George L. Cobb, president, S. H. Kress & Co., opened the meeting by welcoming workshop guests to the store. Keynote speaker was Bernie Elfman, director of advertising, H. L. Green Company.

Robert Zeidman, president, Robert Zeidman Associates, organized the meeting and acted as chairman. This was the first on-location workshop ever staged by Package Designers Council.

► Billed as a session on "Designing Packages for Variety Stores," this meeting did offer some valuable tips. Among defects in packages now on variety store counters, these were pointed out most:

1. Package does not identify contents fully or at all.
2. Quality or size information is not given.
3. Normal handling tears or breaks package.
4. Package does not stack or takes up more room than product is worth in sales.
5. Package does not deflect quality or price of merchandise inside.
6. Package has no "sell."



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AMA will hold 1,100 meetings this year—all designed to improve management skills of 70,000 executives who will attend them.

AMA's 35 years' experience in conducting management meetings is unrivaled. So is its meeting facilities and techniques. "Running a meeting is a craft," says one AMA staff member. He compares it to writing a book—both take certain skills, knowledge and information. "Not everyone can write a book," he says, "so how can

everyone expect to be able to run a meeting? Meetings have suffered much abuse in industry because people who stage them do not have the skills or temperament for it."

Product AMA turns out is meetings. Peak is 70 in one day. More than half are held in AMA headquarters, The Hotel Astor, New York City. Thirty percent of the Astor is devoted to Association activity.

AMA also has an academy located in Adirondack State Park near Saranac Lake, N. Y., where executives "live in." The AMA Academy, says President Lawrence A. Appley, "is the most modern and completely equipped management education and research center in the world." Facilities here

are used for practice in management skills. During the summer months, registrants can also live in at Colgate University where AMA holds regular summer programs. Sessions are special projects plus a continuation of regular seminars and courses. Rest of the meetings are held in such cities as Chicago, San Francisco, Los Angeles, Houston, Dallas, Montreal, and as far away as Hawaii.

Staff numbers 400. Association is a non-profit organization which operates on a \$7-million budget obtained from membership dues and service and registration fees. Approximately 28,000 are members. Three thousand companies have six or more of their executives enrolled—with General



CONFERENCE features coast-to-coast telephone survey.



AMA PRESIDENT APLEY greets course registrants.



WORKSHOP SEMINARS are small but intense group meetings. Executives meet other executives to exchange information on a specific management area. They outline problems, hear suggested solutions and learn systems used in other companies.

QUALIFIED LEADER guides each seminar. AMA personnel determines subjects for meetings and then finds the best talent to run them. Last year approximately 3,000 executives served as group leaders—all picked from top management.





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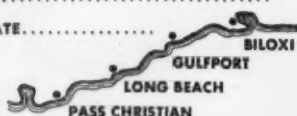
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From its beginning, AMA has provided national meetings on many subjects. Past 10 years, however, have seen its greatest growth. "Since 1948 membership has more than doubled, meeting attendance has more than tripled, income has increased more than 15 times, and the number of events has multiplied nearly 100 times," reveals Appley.

Reason for this big growth is the "change in management." According to AMA, one person no longer can handle all the responsibilities of management. Thus executives must be taught "to control the whole by delegating the parts." AMA feels this is a science. It tries to develop the individual's managerial skills to capacity.

► AMA breaks this down into four goals. First is to exchange ideas. Second is to air problems. Third is to understand different points of view. And last is to motivate people.

Goals are reached through three types of meetings—conferences, seminars and courses.

Conferences are large-scale meetings—anywhere from 200 to 2,500 attend. Registrants hear authorities speak on new developments or problem areas. An example was a special AMA conference on the tax law passed three years ago — first basic change in the tax laws in 75 years — at which government personnel and attorneys brought industry up to date on the changes.

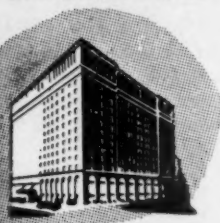
Two types of seminars are available. Orientation seminars are designed to give a brief review of fundamentals and new developments in the field. Workshop seminars are small discussion groups where executives meet other executives faced with similar problems. They exchange experiences, outline problems, hear suggested solutions and learn successful systems and methods used by other companies. Discussion, although intensive, is kept at an informal level and is guided by a skilled chairman.

Courses offer basic education in management. They vary in length from one to several weeks. Courses available include management, executive action, systems and procedures, marketing, production planning and control, field management of salesmen and cost reduction. Newest program is a management course for government executives.

Few meetings are run by AMA personnel alone. Here's how the set-up works:

Members are enrolled in Association's 10 operating divisions accord-

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ing to professional needs. Divisions are general management, personnel, finance, office management, insurance, manufacturing, marketing, packaging, international management, and research and development.

Each division has a full-time manager who organizes his group's activities. Vice President—an executive from industry who serves without pay—guides each division. Under him is a non-salaried planning council of 20-25 executives who provide counsel and guidance on programming. Each division holds a fully program of conferences, seminars and courses. AMA personnel determines subjects for meetings and then finds best talent to run them. Last year approximately 3,000 executives served as group leaders.

► Backbone of AMA's program is its "faculty." "All are drawn from the front ranks of management—men who have made outstanding contributions to the theory and practice of management—whose ideas have withstood the test of actual use in business and industry," says AMA.

Association has broken planning of meetings down into three phases. First is conception or programming: to determine subject matter and to pick the experts to run it. Biggest problem is to research the subject to present the best balance. This probably takes more staff time than anything else, says staff member. "And meetings are strictly business—no monkey business, no door prizes," he adds.

Second phase is organization. Association gives leader a two-page outline so he'll understand his part in the total program. It works with speaker on presentation techniques that will best develop his subject. AMA visual aids expert is on hand to help. He plans all sorts of aids to liven up a meeting—from theater and dramatics to closed-circuit TV and international telephone hookups. Five other specialists are right there, too, to keep things running smoothly. They take care of items such as hotel arrangements, registration, promotion, programming, organization.

Third and last phase is administrative and procedural details. Staff briefs hotel on needs, prepares speakers, times program, plans for questions and answers, anticipates traffic problems—flow of people, etc.

AMA does everything in its power to aid speakers and leaders. After observing the operation of hundreds of workshop and orientation seminars, it has prepared booklets and pamphlets to help them. These give tips on techniques of running seminars, and how to be an effective leader.

Booklets stress that good leadership



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Before joining Underwood, Mr. Beane held an executive post with Allied Chemical and Dye Corporation and served as President of the Equitable Bearing Company of Walden, New York.

Residing in Greenwich, Connecticut, he is a Director and past President of the Board of Directors, Greenwich Academy; former Director, Brunswick School and Chairman of the Special Activities and Nominating Committees, Greenwich Community Chest.

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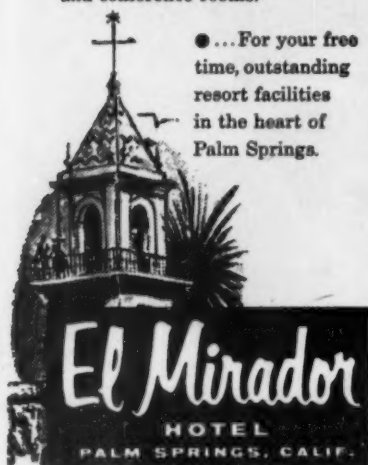
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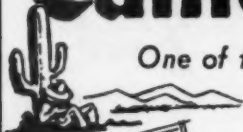
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can make or break a group discussion. Material says discussion leader's most important functions are "to introduce and present topic for discussion, to stimulate exchange of knowledge and experience, to keep objectives of the discussion clearly before the group, and to guide discussion toward the objectives without appearing to do so."

Sound like a tough project? These tips and the ones that follow — all taken from AMA material — can help not only the AMA discussion leader but anyone who is planning to stage a meeting.

► Weeks before seminar begins, chairman draws up a short outline. He sends two copies to each registrant. Registrant checks areas of discussion he is interested in and mails one copy back to chairman. After chairman receives all registrants' marked copies, he develops his outline further. When planning program, leader knows seminar rooms are equipped with chalkboards and chart pads. Space is available around the room and AMA will provide any type of projector. Facilities are tops.

To assist chairman, AMA also provides a company information sheet, which each registrant fills out. Thus, instead of answering a question directly himself, chairman can spot the member of the group whose background is closest to the problem.

AMA has a number of simple yet effective procedures for conducting its workshop seminars. At beginning of session leader allows each man one minute to write about himself. Leader starts by reading what he has written about himself since he sets the pace for those who follow. Then he allows each registrant to read what he has written. This gets seminar off to a flying start and allows the men to become acquainted with each other.

Next, leader reviews the outline. Registrants get an opportunity to voice opinions by suggesting additions, deletions, sequence, etc. This seldom results in anything more than accepting the outline but members have the feeling they have had a voice in making it up.

Third item is to state scope of seminar and definitions. This gives everyone an idea of boundaries for discussion. Leader also lists words which need working definitions. Even though complete agreement may not be reached, at least everyone will know how it is used.

Now it is time to start discussion from outline. Following is an outline of basic techniques in conference control that AMA uses in its small, discussion-type seminars:

1. How to regulate discussion: See that no one speaks too much or too little. Use appropriate questions to stimulate or limit discussion. Determine how far off the track you want to go.

2. How to focus discussion: Remain alert and one step ahead of participants. Keep main topic before the group at all times. Use visual aids, charts, blackboard. Use directed question.

3. How to guide discussion: Have a plan and follow it. Keep discussion from straying too far from the main issue. Summarize and use illustrations. Use follow-up questions to move discussion along. Avoid heated arguments. Use questions and factual information to regain control when discussion gets too far afield. Keep track of time.

4. When to interpret contributions: When idea is cloudy or incomplete; when participant has not expressed himself clearly; when several ideas have been mixed together; when the point presented arouses antagonism; when group is divided and its members are discussing different topics; when discussion has strayed from predetermined objective.

5. When to point up discussion: When you are ready to move on to next topic; to highlight an important point; to summarize.

On the last day, leader brings various points of view into proper perspective. Leader's summary is simply a re-reading of entries already discussed by registrants. Good closing leaves participants with the feeling they have gained information and a better understanding of principles they use in their everyday work.

AMA produces 750 mailing pieces to promote its meetings. Between 10 and 12 million are sent out each year.

Although AMA accomplishes its goal mainly through meetings, it also has many other services for its members.

Three periodicals are sent out. The Management Review, a monthly, provides business readings from the press plus original features. Personnel, a bi-monthly, is concerned with industrial relations, employee selection and training. Management News is a monthly membership news letter concerning all phases of management. Supervisory Management, also a monthly, is specifically written for supervisors.

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Since AMA is no stranger to meeting craft, any meeting planner would do well to take note of AMA's operations. When AMA adopts a new meeting technique, you can bet it will work. ♦

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MAY 15, 1959

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THREE CAMERA CREWS tape plowing demonstration at Yuma farm for Ford's closed-circuit TV meeting.

Video Tape: Goof-Proof System

Mobile unit puts Ford's tractor demonstration on tape for dealer meeting. First use of tape in the field; first TV meeting for farm equipment dealers. Reaches 20,000 dealers.

NOW THERE'S a goof-proof system to stage outdoor demonstrations of equipment. Ford Tractor and Implement Division used video tape and closed-circuit TV to put impact—with no fluffs—into its dealer meeting.

Ford's TV meeting for farm equipment dealers was staged and produced by Haford Kerbawy & Co., Detroit. While demonstration of equipment in action was on tape, most of the broadcast was live.

It took 8,200 miles of A.T.&T. long lines and projection facilities of Tele-Prompter Corp. to cover the country with the show. It featured Herb Shriner and a cast of singers and dancers. Between songs—many orig-

inal—and dialogue, Ford brought in the equipment demonstrations from a 58-acre farm at Yuma, Ariz. "Cast" on the farm included 45 tractors and 112 implements—used to introduce the 1959 Ford line to 20,000 tractor dealers and customers in 30 cities.

The 30 cities that received the telecast were scattered throughout the major farming areas. This made it possible for dealers to remain in their approximate sales territories. Instead of each dealer arranging his own farm demonstration for customers and prospects, he was able to invite them to a nearby theater or hotel to view new equipment.

Event marked the first time a manu-

facturer has ever used closed-circuit television to introduce a new line of farm equipment. It is also the first commercial use of the new Ampex mobile video-tape unit. Demonstration part of the show from Yuma was put on video tape Jan. 28 with the Ampex Mobile Unit. Tape was integrated in Hollywood into the live portion of the show presented Feb. 3.

Prior to the introduction of the Ampex mobile unit, Yuma demonstration would have been put on motion picture film, sent to a laboratory for processing and then edited. This is a time-consuming process and if a sequence fails to turn out, entire production has to be repeated a day or two later. This involves a great deal of additional expense. Video tape allows you to play back shots instantly. If a retake is necessary, it can be done immediately.

According to Kerbawy, impact of mobile video-tape units will be far reaching. "We can see the day when most TV commercials will be on tape

and sports and news events scheduled for re-broadcasting will certainly be on tape, as many of them are now. In addition to lowering production costs, tape gives far better reproduction than film. When video tape hits the home market, we predict its financial and social impact will be as pronounced as television or the home movie camera."

In November '58 when Ford Tractor decided to introduce its 1959 line with closed-circuit TV, big problem was to develop suitable demonstration facilities. Ideally, a farm planted with proper crops and mature enough for tractor work, was needed. With the line scheduled for dealer introduction in February, this seemed like a tall order. Only possible area that could support the rapid crop growth was the Southwest.

► A suitable farm of 58 acres was located at Yuma, Ariz. It was determined that lettuce, hay, cantaloupe and barley would be mature in early February. Corn, left to its own devices, would be much too small at introduction time. So, a hothouse tent of polyethylene film was constructed over the corn and equipped with high powered lights to lengthen the growing day. This device over a quarter acre of corn broke all growth records. For one stretch it tricked the corn into growing at a rate of three inches per day.

While corn was breaking records in Yuma, live portion of the show was taking shape at Kerbawy's office in Detroit. By unanimous choice, Herb Shriner was selected as guest star. Singer Russell Arms was cast as master-of-ceremonies, backed up by a cast of 10 performers. A sizeable segment of the script was reserved for the executive group at Ford Tractor. It included Merritt Hill, division general manager and Emery Dearborn, general sales manager. Also participating in the live telecast were Irving A. "Red" Duffy, vice-president, Ford Motor Company, and a member of its board of directors.

A special seven-minute film, produced by Kerbawy and featuring Ernest Breech, chairman, Board of Directors, and Henry Ford II, president, Ford Motor Company, was shown at each outlet just prior to the Hollywood presentation.

► To tie the Yuma and Hollywood parts together, Kerbawy employed the "Wide-Wide World" technique. Off-screen narrators were used to handle "cut-ins" that were put on video tape five days earlier at the Yuma farm. Necessary arrangements for studio time and technical personnel were



HENRY FORD II, left, gets final instruction from producer Haford Kerbawy.



HERB SHRINER, right, and Merritt Hill, gen. mgr., Ford Tractor, discuss show.

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In reviewing problems that could develop if the Yuma portion or demonstration was presented live, it became apparent that great risks were involved. Risk number one was the weather. There was always the possibility of equipment failure or its misuse. Line failure, too, was a possibility and "cut-in" problems over such a distance could always develop. The Kerbawy group knew about and had been following the progress Ampex was making with its mobile unit and were convinced it would solve their transmission problem. It was most important that the audience get the impression that the Yuma demonstration was going on at the time of the telecast. Video tape would give this impression.

Ampex showed such interest in the project that it moved up completion date of its mobile unit to meet the Yuma requirement. Three TV cameras with telephoto lenses mounted on towers, varying in height from 20 to 50 feet, taped the entire demonstration without incident. Tape was flown to Hollywood and used on the live telecast.

Reaction to the closed-circuit presentation from farmers, dealers and distributors was enthusiastic without exception, according to Merritt Hill. He says, "It was the most enthusiastic reception of a tractor line I have ever seen. We were delighted with the response and are convinced it will give us a big head-start on competition."



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No Big Meetings for Him

"It's my job to give the men the selling tools they need. They shouldn't have to sit through a soft-shoe routine or listen to a chorus singing 'Nu-Lite Forever' in order to get information they need," says Cioffi, v-p sales, Nu-Lite Corp. Here's an iconoclast who whittles away at some conventional ideas on meetings.

"IF YOU'VE GOT plenty of white meat in your meetings, you can skip the gravy," says Richard Cioffi, vice-president for sales, Nu-Lite Corporation, Newark, N. J., manufacturer of lamps and lighting fixtures.

Cioffi heads a staff of about 225 direct salesmen who sell fixtures to business and industry. "We're in competition with Westinghouse and General Electric and we get twice as much for our products. So, we have to sell. It's my job to give the men the selling tools they need. They shouldn't have to sit through a soft-shoe routine or listen to a chorus singing 'Nu-Lite Forever' in order to get information they need," says Cioffi. "We serve our men white meat only."

Company holds an average of 1,400 to 1,500 "meetings" a year. Cioffi defines a meeting as "anytime two or more men get together to exchange ideas." Backbone of the Nu-Lite meeting program is a series of bi-weekly telephone conferences among Cioffi, a regional vice-president, Nu-Lite's service and credit managers and a stenographer to take notes. Company has 12 regional vice-presidents scattered over the country. Regional v-p's coordinate activities of individual salesmen. They interview and hire new salesmen. Twice a week, between 1 p.m. and 3 p.m., regional vice-presidents report in. To make everyone time conscious, Cioffi limits all calls to three minutes.

Everyone must be prepared before the meeting. Each man is supplied with a form that lists information on his territory that the home office wants: how many men hired, sales records and prospects for next week, plus other items. Bottom of the form has space for information that home office personnel must supply the vice-president: earnings, direct sales in sales territory made through the home

office and other information. Conference is over at the end of three minutes "whether we're finished or not," says Cioffi. "At first it's a little hard to get new men to limit themselves to just three minutes. But they soon catch on and we manage to cover all important points well under the time limit."

Important saving is not money, but time, says Cioffi. "I can cover my entire sales operation in one afternoon. We have all exchanged business information and that's the sole purpose of any business conference. I'm not interested in whether Bill Jones in Dallas got his hair cut yesterday and I'm sure he doesn't care if I got mine cut!"

Time consciousness is carried over into face-to-face conferences, too. Company is fond of "alarm clock" meetings. Before meeting starts, length of time it will run is agreed upon and a regular alarm clock is set to go off at the end of the time. When it goes off, the meeting is over — no matter who's talking. Even Cioffi has heard the clanging bell toll an end to his presentation. Technique cures a big meeting problem—extemporaneous speaking—says Cioffi. "Just knowing that the meeting is only going to last so long keeps everyone on the subject."

Traditional problem in direct selling is heavy turnover of personnel. Nu-Lite combats this with a continuous hiring program. Regional vice-presidents travel over their territories continuously setting up interviews with prospective employees.

Training meeting for new salesmen is set up in a hotel parlor in their home cities. Regional v-p uses blackboard and portable flip-chart in his presentation. Large part of meeting time is spent reviewing a streamlined version of Nu-Lite's sales catalog.



RICHARD CIOFFI

New men are then turned over to an experienced salesman, called "district sales managers" by Nu-Lite. Rest of the training is completed on the job.

All meetings must be held during non-working hours. Company policy forbids any morning meeting running after 9:30 a.m. "We don't waste our men's time," says Cioffi. "Men can't make any money sitting around listening to company executives sounding off. If we call a meeting to discuss a new sales technique, the men are out in the field trying out that technique the same day. We don't have to worry about time lapse."

Meetings never cover more than one subject. "If we have three subjects to discuss we call three different meetings," says Cioffi. "No one leaves a meeting wondering what we were trying to get across. Because we have only one topic, chances of wandering off the subject are lessened considerably."

No pencils or pads are supplied. Cioffi believes they're a waste of time. "Check notebooks after a meeting and you'll usually find more doodles than notes," he says.

Company meeting sites might be called unorthodox. A firm believer in personal contact, Cioffi flies thousands of miles each year. Carefully planned itinerary gets the most out of each



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trip. Before Cioffi leaves Newark, each man in the territory Cioffi will visit receives a copy of his schedule plus an outline of the meeting subject. Meetings take place in any spot convenient to both Cioffi and the men. Often the meeting site is a hotel in a centrally located city. But it can be—and sometimes is—the busy waiting room of an airport terminal. "You don't need a ballroom for a successful meeting," says Cioffi.

"Thanks to the advance memo we all know what we're going to talk about. Men have had time to formulate any questions they might have and I'm able to anticipate most of them. Where we hold the discussion isn't important."

If Cioffi plans a lengthy or detailed presentation, speech is written and recorded on tape in Newark. Tape and text are mailed to all regional vice-presidents in advance. Areas he will visit personally have a chance to interpret the speech in terms of their own territories—at their leisure. Areas Cioffi won't visit have a canned presentation to play—with complete control over subject matter.

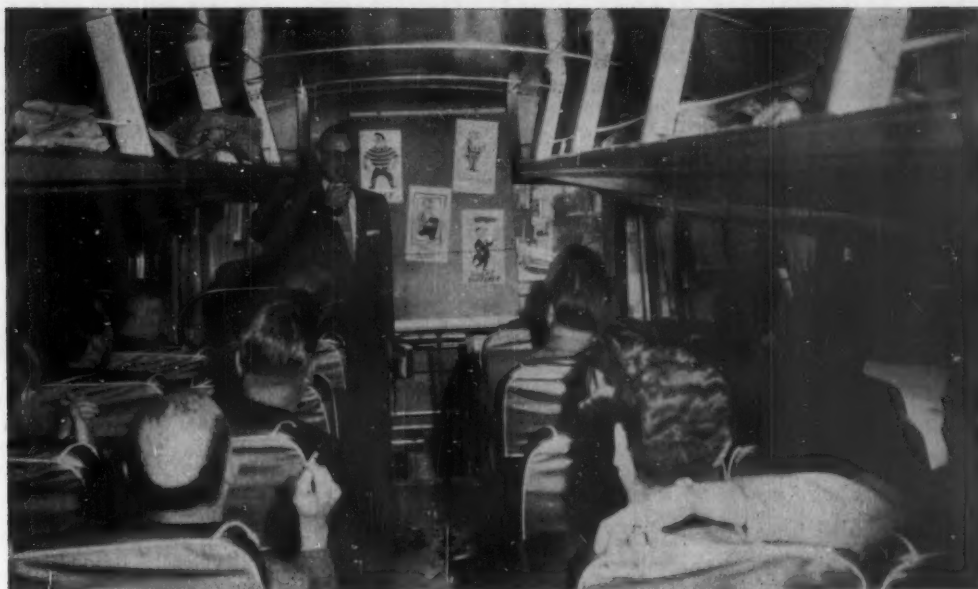
Company held national sales meetings until a few years ago. "We decided they were a waste of time," says Cioffi. "You take the men away from their jobs for a week or more. They're losing money and we're losing money. When they go back they have to sell twice as hard just to break even."

"Because it's a big meeting, you're tempted to add a 'little dressing.' I've attended meetings where they used a Broadway star and 50 dancing girls to introduce a new sales campaign. If Marilyn Monroe knew more about selling lamps than I do, I'd hire her. I believe the average salesman would rather take home some real information on selling. If you give him plenty of 'white meat' you can skip the 'gravy.'"

"Another time killer at national meetings is the plant tour. Knowing that our lamps are made in a modern air-conditioned plant won't help salesmen sell any more fixtures to a businessman in Oshkosh," continues Cioffi.

Company holds no banquets or cocktail parties at its meetings. If conference is slated during dinner hours the men are given food allowances for dinner—after the meeting. "A good meal is wonderful," explains Cioffi, "but it does slow up your thinking. I want to be wide awake and I want the men to be the same way during our meeting."

Nu-Lite salesmen appear to be thriving on the Spartan-like fare dished out at company sales meetings. Last year company racked up a 25% increase in sales—in the face of a nationwide downward trend. ♦



WHILE RIDING, salesmen hear analysis of sales calls they have made enroute.

On-the-Spot Meeting on-the-Run

Bus whisks salesmen from one city to another. During stops salesmen call on customers. On bus, between cities, expert helps salesmen to analyze problem customers; teaches remedies.

ONE OF THE MOST UNUSUAL of all sales meetings was conducted not long ago on a chartered bus.

It was held on approximately 500 miles of Oregon highway intermittently for the better part of a week. In attendance were three top executives and 22 salesmen of Blitz-Weinhard Co., Portland, Ore., a beer firm.

Meeting was conducted by company's sales manager, Ru Lund, and by an outsider, Stuart Atkins, director of an organization known as Sales Career Institute, Los Angeles. Sales Career Institute is a training division of a concern formed a decade ago by a group of psychology professors from University of Southern California. They make their talents available to industry and commerce while pursuing their academic careers.

Institute's parent organization, which is still directed by its original founders, is known as Psychological Services, Inc.; it helped to provide a good part of the subject matter At-

kins was to put across on the tour. The youthful-looking S.C.I. director had himself served as sales manager for Max Factor & Co., Hollywood cosmetics firm, and Winfield Arms Corp., which makes powder of another kind, before joining Psychological Services.

Blitz-Weinhard hired Atkins' services to give its people an on-the-spot version of a course S.C.I. provides to paying students at its Los Angeles classrooms in the evenings. Subject: how to sell the "problem" buyer, the fellow whose psychological quirks get in the way of sales logic.

To make his points more effective, Atkins drew from the experiences of Blitz-Weinhard people themselves, as they called on customers and prospects. For this was no joy ride, but actually a group of salesmen on the road performing their usual duties in their usual manner. The analyses would come later, mainly on the bus between cities but also at mealtimes

wherever the group happened to be.

Customers and prospects, in fact, weren't let in on what was going on. When Atkins accompanied an individual salesman or executive on a call, he was introduced simply as an assistant. In contrast, Atkins generally was well-briefed on the prospect in advance—often in the presence of the entire Blitz-Weinhard crew who would later be treated to Atkins' observations.

The tour, in the words of Sales Manager Ru Lund, was "a tremendous success." Blitz-Weinhard salesmen and executives, he noted, gained insights they might otherwise never have had, insights that would presumably pay off one day in sales otherwise lost. Yet, the theory on which Atkins' method is based is a rather simple one. It consists essentially in a belief that there are two kinds of logic in the selling situation: plain, straightforward logic involved in the proposal itself, and the more complex



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psycho-logic of the buyer's reaction to that proposal and to the individual making it.

Atkins is not concerned with the logic of the sales proposal itself, which is largely a matter of having the right product available at the right time at the right price. That's the job of the company's operating personnel and management. His concern is with the buyer who, for one psychological reason or another, cannot appreciate facts presented and make the buying decision that would go along with it. Such buyers, unfortunately, are not altogether uncommon, it is contended.

Dr. Floyd Ruch, founder and president, Psychological Services, author of "Psychology and Life" and head of Business and Industrial Program, Psychology Department, U.S.C., maintains that "at least one prospect in four is a 'problem buyer' because of the barrier his psycho-logic presents." Dr. Ruch advises salesmen who encounter such buyers not to throw their hands up in despair. "Understand them," says he, "and you will be astonished how easy they are to sell."

Atkins teaches this "understanding." His method consists first in identifying the prospect as a 'problem buyer,' next, in determining what type of 'problem buyer' he is—bully type, expert, complainer, fence-sitter, timid-soul or silent sufferer and, finally, in getting across the approach that is generally most effective with each given type.

This, of course, is no mean task—and far more difficult in theory than in practice. Hence, the tour, with discussion sessions well sandwiched in between.

► Itinerary itself was planned by Sales Manager Lund. His main consideration was to pick an area that would provide a representative cross-section of the company's distribution. In Lund's words: "Major objective of this trip was to examine sales supervision techniques and problems, analyzing distributors by relative sales effectiveness as measured against distributorships of other brands in each of eight cities—including Portland where we are our own distributor—and to learn Atkins' techniques for understanding and communicating with difficult customers."

Territory Lund selected ran nearly 200 miles down the Oregon coast from Astoria in the north to Coos Bay, nearly 100 miles from the California border, and then east to Roseburg before heading north to Portland via the cities of Eugene and Salem. Between them, Lund and his four sales supervisors selected the over-

night sites and accommodations. Reservations were made subsequently by mail from the outer office.

► "Operation Orbit," as the mobile talkathon was called, got its kickoff in Portland at 6:30 on a Tuesday evening, when the group gathered with other local people in the Bagdad Theatre to see a closed-circuit television show on salesmanship emanating from New York City on a national hookup. Event was only coincidental and did not determine the timing of the tour but was readily recognized as an opportunity to be taken. Though the "Tele-Sell" took the place of an organized dinner or get-together, it was not an economy measure. Each ticket cost Blitz-Weinhard approximately \$6. Bill for the evening thus amounted to well over \$100.

Following day, Wednesday, began at 8 a.m. with a half-hour meeting at Blitz-Weinhard headquarters, where Atkins was introduced simply as a public relations official from Pacific Trailways, which was providing the bus under a charter arrangement. Atkins wanted to observe the group in action for a full day before revealing his identity. Lund had complete charge of the group in the interim.

But left Portland at 8:30 for the hour-long trip to the St. Helens distributorship, where a half-hour coffee stop was made, and thence departed for Astoria, one hour and 45 minutes away. It was on this leg of the trip that the first rolling meeting was conducted—by Lund, who stood at the front of the vehicle. He addressed the group through a microphone, told how Blitz was faring against competitors in various areas to be visited.

Shortly after arrival at John Jacob Astor Hotel in Astoria, the group gathered in that hotel's Rose Room for luncheon with the mayor and other leading dignitaries. At 1:45 p.m. the group met briefly with the company's Astoria distributor and several of his driver-salesmen before departing for the town of Tillamook. Stops were made en route to permit salesmen to call on grocers, restaurateurs and tavern keepers in the towns of Garibaldi, Manzanita and Nehalem.

After arriving in Tillamook and touring the well-known Tillamook cheese plant, the group was divided into parties of five to six men each and dispatched to dine at different key accounts around the city and in such neighboring towns as Fern and Victory. They were always in the company of the account salesman who could make the proper introduction and the group's presence known. For approximately three hours after dinner, slightly smaller teams of three to

four men each, using rented autos, resumed calls on individual accounts and prospects.

Following morning at breakfast in the Tillamook Hotel, Atkin's identity was revealed and received in good humor by the men, who already knew of him through printed literature on his techniques. From 10:30 until the bus arrived in Newport at 12:15, the group heard of these techniques first hand. Pattern of distributor meetings, customer calls and back-and-forth analytical sessions continued throughout the following three days—down and up western Oregon—until each man could perform the "difficult buyer" analysis on his own and apply appropriate techniques.

Before the trip began, each salesman was asked to submit a "customer analysis profile" that would give other members of the group an idea of Blitz retailers or prospects they'd be discussing. After the trip was over, participants were asked to turn in a "difficult buyer" report on at least one retailer each day and at least three consumer presentations weekly for a period of two weeks. In these reports, the salesman was expected to describe briefly the outlet in question but particularly: (1) What the buyer said or did that showed him to be a psychology buyer rather than a logical one; (2) What technique was used to turn the buyer's words on himself; (3) What type of "difficult buyer" he turned out to be and what evidence there was for thinking so; (4) How his sale was won—or why it was lost.

A venture of this type, of course, takes weeks of planning. In Blitz-Weinhard's case, preliminary preparations were made more than two months in advance, beginning with Lund's trip to Los Angeles and his first discussions with Atkins on the possibilities of such a meeting. Hotel reservations, chartering of a bus and appointments with key accounts were made several weeks in advance. Calls on smaller accounts, however, were left on a "drop in" basis. Arrangements for local V.I.P. luncheons, for the most part, were left with the local distributor.


"The trip," reports Atkins, "clicked like clockwork—except for a bit of unscheduled motion sickness the boys went through the last day on the trip to Salem. I guess we were just a little too pooped-out by then." ♦

SOMETHING SPECIAL?

If you are in need of some ideas on a particular subject, you may find them among reprints listed on page 154.

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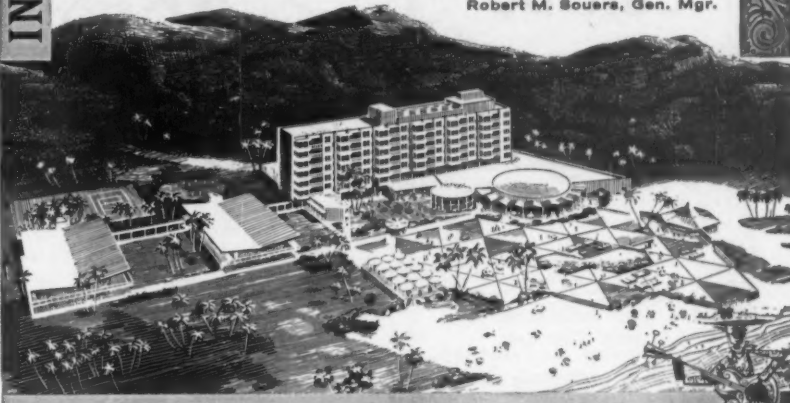
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Site-Seeing Can Be Rough



By GEORGE J. JAFFE

YOUR BEING a meeting planner can be pleasant—sometimes. There's traveling and seeing first-class hotels; some free drinks with friendly sales folk; free rooms and, occasionally, free meals. But, more of the time, site-seeing can be rough.

In fact, majority of planners queried feel the field of "buying convention facilities" is annoyingly mined with needless trials and tribulations. Undoubtedly, some of the reactions recounted here will strike a familiar chord. Does this one?

Beside being an attractively chic young lady, Miss Jones (musn't mention real names) is executive director of a national trade association. Time had arrived for her to go in search of convention sites for the next five years. She had narrowed her visits to half a dozen hotels in Miami Beach—locale chosen by the association's annual meeting committee.

For months prior to her site-seeing expedition, expensively concocted brochures and similar promotional material had been mounting on her desk—from one spankingly new hotel in particular. Its sales-letters crowed: "Make OUR hotel your headquarters . . . ! " " . . . a car will be placed at your disposal! " "Be our guest . . . ! "

Properly enticed, Miss Jones took off into the wild, blue Yonder.

So, what happened?

Well, to start, no one met her plane in Miami (as promised) and the fare from airport to hotel cost her association eight and a half hard-manuevered dollars.

Next, she found that the hotel wasn't even open yet, officially (four days later it did open, you'll be relieved to know). The hotel's sales staff was knee-deep in press parties,

grandstand playing, festivities, etc. The sales manager (who had visited her New York City office three times to entice her) was running around the place like a sales manager with his head cut off. Miss Jones was in that hotel two whole days before she even heard from the sales office and, when she did hear, it was to be told "more pressing matters caused the delay in contacting her."

As she expressed her annoyance to me, when we lunched in New York City, "Wouldn't you think someone would have welcomed me by phone? I even phoned them three times to say I was ready—yea, eager—to inspect their facilities. I didn't even know where I was supposed to eat, let alone where my membership would have eaten had we booked that hotel for our annual meeting. Certainly I didn't expect to be greeted a la visiting royalty, but the way they ignored me and wasted my time for two days is unforgivable!" Be our guest—indeed!

► Which sashays us around to another site-seer queried and his pet peeve.

Like Miss Jones, this particular executive heads a non-profit-making group with a limited budget. Though its membership is not very large, any hotel chosen as the group's four-day annual meeting site probably realizes a \$15,000 gross take, roughly.

Though he is not new at the game, he is still puzzled at this "be our guest" pitch made so often by hotels and their big-city representatives. He can't understand why he should be expected to pay for his meals (at top-seasonal rates, more often than not) when he looks over possible hotel sites. Since his is a non-profit associa-

tion, he especially resents this situation.

His reasoning is this: If a hotel goes out of its way to seek his group's convention business via expensive phone calls, office calls and elaborate promotion schemes, it seems highly inconsistent to stop at a few meals by asking him to pay for them. Didn't they invite him there in the first place? Should a hotel operate on the European Plan, it ought to make this quite clear to invitees before the invitation is accepted!

A surprising number of other meeting planners object to this frequent hotel practice of not making clear what "be our guest" really means.

In those instances when being a site-seer might call for a laugh, it can still be rough. To wit:

Lon Leonards (a pseudonym, for reasons you're about to learn) is site-seer for a good-sized food chain, headquartered in the Midwest. Although he's a bachelor, whenever he goes a-hunting for sites, he requests a double room. Claims he can't abide that cooped-up feeling of a small hotel room.

A short time ago he was researching the West Coast's hotel possibilities for his organization. His first stop was a handsome structure in Seattle. After a cordial visit in that hotel, he made his way southward.

However, as he checked in at the appointed hotel in San Francisco, he was handed a telegram. It read, somewhat frantically, "Darling stop Call me immediately stop Urgent." It was from his fiancée.

He called, of course, and found his intended chagrined. Understandably so. She nervously informed him that the social page of their small town paper had just carried the seemingly innocent, albeit tasty, news item: "Mr. and Mrs. Lon Leonards are enjoying a pleasant few days as guests of Seattle's luxurious Hotel ———."

When I curiously asked how this had happened, he explained (hastening to add he's married the above telegram sender since). It seems the publicity man for the Seattle hotel was an eager-beaver. He'd seen Leonards' name on the new-arrival list, noticed the double-room reservation, and assumed, naturally, Mr. Leonards had a wife with him.

► Short-sightedness of hotels that woo buyers of convention facilities is a rough spot and a source of wonderment to one veteran planner questioned.

One of the first facilities that he tests when looking around a hotel is its room-service. Why? For two rea-

sons: one, he believes efficiency of room service is a true barometer of a hotel's general efficiency; two, his company cohorts use room service much more than average due to many small meetings in their rooms.

Well, recently he found his wife and himself in an Atlantic City seaside hotel. As they unpacked, they found need for a dozen more hangers than were in the closet. He called the housekeeper; she told him to call the bell captain. The captain said it was check-out time and his boys were busy, better call the housekeeper. She argued but finally and curtly agreed to send more hangers. Fifteen minutes passed, then a half hour. His wife called the housekeeper again, to be told that the maids were very busy and (sarcastically), "You'll just have to wait, Madame!" When the hangers did arrive an hour later, there were only five of them in lieu of the dozen requested.

By now, the visiting couple were in need of martinis. They called bar room service and ordered two drinks "on the rocks, with lemon peel and extra cubes, please." The boy brought two regular martinis with olives in each glass and no ice cubes at all. When the mistake was mentioned to him, his reply was decidedly flippant. So was his reaction to the tip he received.

At dinner that evening with the hotel's sales manager, the meeting planner hinted about his interest in a hotel's room service when trying to choose a site. He had to smile to himself as he listened to the salesman's pompous build-up of "their Room Service being among the finest and best run on the Eastern seaboard." The non-buyer's thought was: if this character is so blind about the hotel he's selling, I won't be able to take his word about anything he tells or promises me.

► I couldn't help asking the teller of this tale why he blamed a thing like room service on the sales manager? He told me why.

"If I were a sales manager trying to impress a buyer and to land a juicy convention account," he explained, "I'd do one important thing. I'd make sure every department of my hotel was alerted to the buyer's visit—front desk, each facet of room service, dining room—everyone. As sales manager, I'd make very sure a planner testing my hotel's facilities received preferential treatment every minute of his stay. Your running around the country, packing and unpacking constantly and catching planes and trains is rough enough for you as site-seer without unnecessary obstacles

making it rougher—not to mention the business a hotel loses when a buyer gets an unpleasant taste of its facilities!"

► But then there's the danger of being "over treated" or hounded. Quite a few put-upon planners bring up this "rough" angle. Such an occupational hazard occurs when a site-seer is casing a locale that's thick with competitive hotels. One gentleman elaborated the point in this fluent manner.

"I was in the market for 'just the right hotel' in the Chicago area. Prior to my Chicago visit, my New Orleans office was literally bombarded with invitations. Salesmen left me little time to run my office. I was offered more invites to be wined and dined than if I'd been Brigitte Bardot interviewing applicants for a new boy friend!

"I finally landed in one of the three hotels I was interested in seeing in the Chicago area. The hounding didn't stop there, it only began.

"Before I'd even unpacked, the hotel's sales manager was in my room making his pitch. I resented this lack of even a few moments privacy. I knew he was doing his job but I still resented it.

"Then began our business talks during the cocktail hour which stretched (as it always does) into three hours. With 'too many martoonies' under my belt, I was led through the hotel's premises by the enthusiastic salesman. This meant covering more mileage in an hour than my corns normally cover in a month. By this time I was famished and irritated enough to say so. To brief the evening—I drank too much, heard too many statistics and promises I couldn't absorb, and was too royally treated to appreciate it. I got to bed at three a.m., bushed.

"The sales manager's too-cheery voice woke me at nine the next morning with an offer to see the hotel's golfing facilities. I was kept on a frantically paced tour the rest of the day. And I lived through exactly the same routine in the other two hotels I visited in the Chicago area. So, don't let anyone ever tell you a site-seers' lot isn't a rough one!"

Aside from general agreements among site-seers that the job is peppered with tribulations, there is agreement as to the reason. They feel that sellers of convention facilities are at fault—they either undersell or oversell. Rarely is a happy-medium struck.

Until the sellers get smart to this situation—and do something about it—the buyers probably will continue to find that site-seeing can be rough.



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-SM- BEST I'VE HEARD

An exchange of anecdotes and facts to help a speaker spice his speech and make a point.

Subject: STATISTICS

"Figures don't lie," said the instructor as he strived to drive home some truths. "For instance, if one man can build a house in 12, days, 12 men can build it in one."

"Then 288 will build it in one hour," shot back a puzzled student, "and 17,280 in one minute, and 1,036,809 in one second! I don't believe they could lay one brick in that time."

The instructor was stopped cold and before he could recover, the fast-thinking student was at it again: "And if one jet plane can cross the Atlantic in six hours, six jets can cross it in an hour. I don't believe my statistics anymore than I believe yours."

Subject: FRIENDS

A group of followers of the Dale Carnegie approach were telling about their successes. One salesman told about his experience with a prospect:

"I did everything in the rule book. I started off by greeting him warmly. I smiled at him and asked him about himself. I paid close attention to his statements on how good a businessman he was. I went out of my way to agree with him. He talked for nearly an hour and when we finally parted company, I knew I'd made a friend for life." The story teller paused to catch his breath and went on: "But, boy! What an enemy he made!"

Subject: STRATEGY

One of those million-dollar insurance salesmen was asked how he managed to write so much business. He offered this plan to have more prospects accepted as insurance risks:

"If I have a thin prospective client who wants life insurance, I always have him examined by a thin doctor. If I have a fat prospective client, I always have him examined by a fat doctor."

Subject: ADVERTISING

A man walked up to the want-ad counter of his local newspaper to place an ad. "Copy should read," he told the clerk, "Reward. \$500 for return of black-and-white cat with red collar."

"I want to place the ad just like you say, Mister," explained the clerk, "but isn't that an awfully high price to advertise for a black-and-white cat?"

"Not this one," said the man. "It's my wife's. I drowned it."

Subject: OLD TIMES

Mom suddenly had the urge to relive the past. She complained to Dad: "You used to kiss me when we sat on the sofa together," so he leaned over and gave her a peck on the cheek. "You used to hold my hand," she said, so he reached over and took her hand. "You used to snuggle up and bite my neck," cooed Mom, and Dad got up and started to leave the room.

"Where are you going?" demanded Mom

"To get my teeth."

Subject: DRINKING

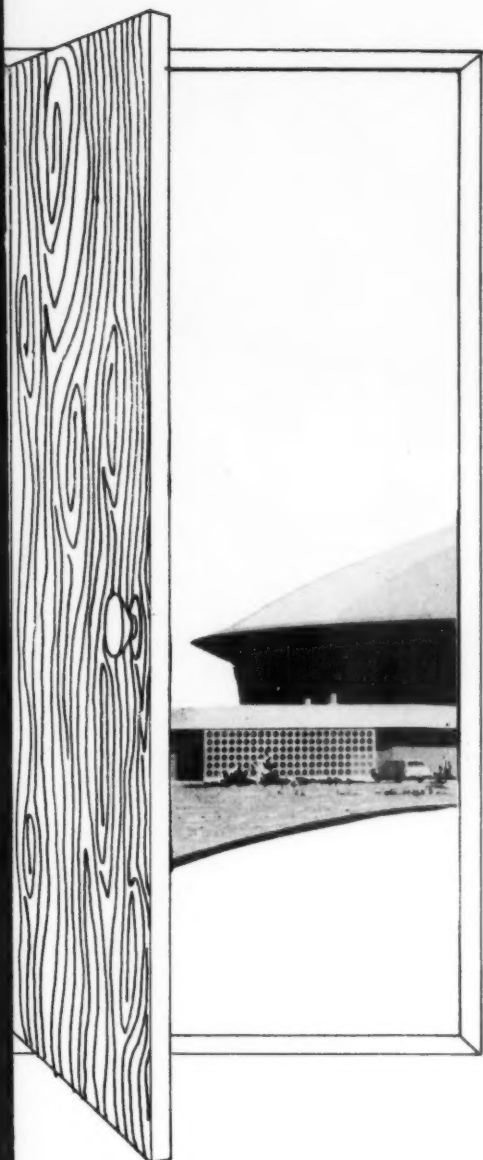
A bride of three months complained to her relatives about her husband's drinking. "If you knew he drank, why did you marry him?" she was asked.

"I didn't know he drank," the girl replied, "until one night he came home sober."

Subject: TEXAS

He passed away and as this tall Texan arrived at the gates of his eternal home, he remarked, "Gee, I never thought heaven would be so much like Texas."

"Son," said the man at the gate sadly, "this ain't heaven."

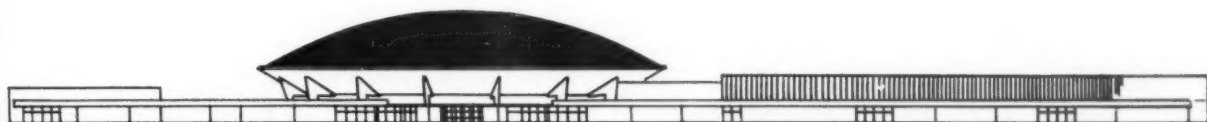


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